PACIFIC COIN MACHINE REVIEW

Vol. 1, No. 12 *The Newspaper of the Coin Machine Industry* June, 1934

The Paradise of the Pacific

"FORWARD PASS"

PATENTS PENDING

A PROVEN SUCCESS

The One Game That Keeps 'Em Playing!
Gives You New Extra Profits Daily!

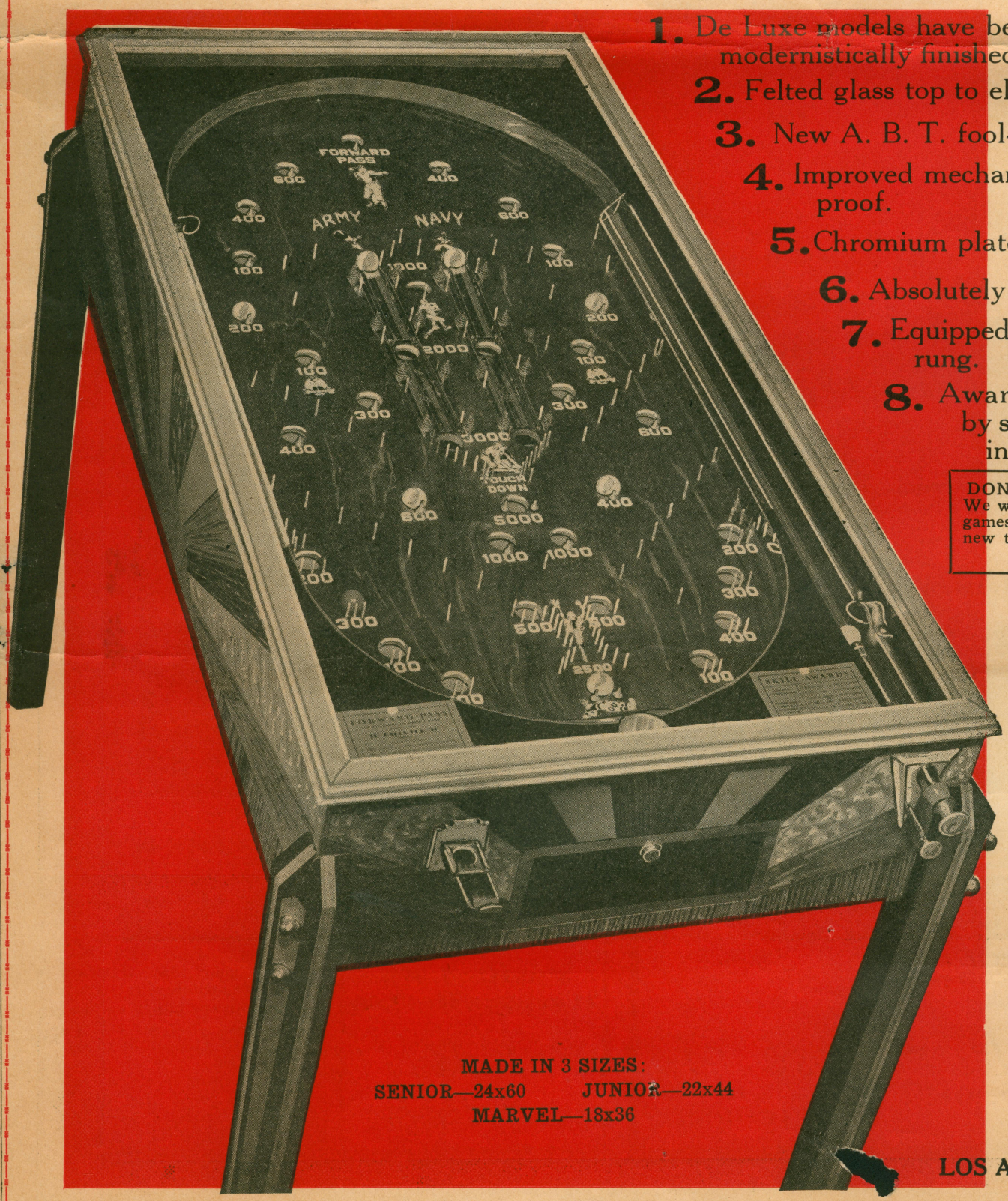
Why does "FORWARD PASS" run away from all other games wherever placed on location? Why do people insist on playing "FORWARD PASS" when there are other attractive games around? Because "FORWARD PASS" is the KING OF GAMES. Because it is packed with plenty of thrills. You should see the boys on the side lines watch the Army-Navy game and root for their favorite, and fight for a chance to play the game! We cannot begin to tell you of the rivalry that is developed between players trying to get the top scores on this "FORWARD PASS" game. They cannot resist its appeal and YOU KNOW WHAT THAT MEANS TO THE CASH BOX. The game has IT, AND HOW! And don't forget it is a GENUINE GAME OF SKILL, ABSOLUTELY LEGAL ANYWHERE.

More Profits for You! . . . . . .

Once in a blue moon a game comes along with such powerful player-appeal as to cause operators to forsake all other games. THE MOST FASCINATING MARBLE GAME TODAY! Watch them get a ball in either or both of the "1000" holes. Then a ball in the FORWARD PASS (skill) hole which ADVANCES the "1000" hole balls to the "2000" position. Then another "1000" hole ball (or balls), another FORWARD PASS, and player's balls are ADVANCED to "3000" position. Again a "1000" hole ball (or balls), another FORWARD PASS, and balls are ADVANCED to a touchdown (5000 POINTS FOR EACH TOUCHDOWN)! BOY, OH BOY, DOES THE AUDIENCE GET A REAL THRILL!! All balls in FORWARD PASS hole are returned for free play.

Balls are advanced mechanically by a very simple patented device that will eliminate the difficulties of the electrical advance. However, "FORWARD PASS" has a battery operated bell that is MECHANICALLY controlled and is as foolproof as your front door bell. Nothing to get out of order. Operates on one dry cell. "FORWARD PASS" has been thoroughly proven!

NOTE THESE 8 PROFIT-MAKING FEATURES



MADE IN 3 SIZES:
SENIOR—24x60 JUNIOR—22x44
MARVEL—18x36

1. De Luxe models have beautiful inlaid veneered cabinet, modernistically finished.
2. Felted glass top to eliminate dust from playing field.
3. New A. B. T. fool-proof coin chute.
4. Improved mechanical ball lift, absolutely trouble proof.
5. Chromium plated hardware throughout.
6. Absolutely cheat-proof, anti-tilt device.
7. Equipped with electric bell, mechanically rung.
8. Awards can be regulated on locations by simple adjustment without changing score cards.

DON'T JUNK YOUR OLD FIVE FOOT GAMES
We will install new inserts in your old five foot marble games (all makes) and repaint your old cabinet in a new two-color scheme.
COMPLETE JOB — $25.00

These Jobbers Can Supply You!

GREEN & PRICE, Italy, Texas

Exclusive Distributors
TEXAS, LOUISIANA, OKLAHOMA AND ARKANSAS

* * *

Advance Automatic Sales Co.
1082 GOLDEN GATE AVE., SAN FRANCISCO
Exclusive Distributors
NORTHERN CALIFORNIA

* * *

— LOS ANGELES —
D. Gottlieb & Company, 1347 W. Washington Blvd.
Irving Bromberg Company, 1034 West 7th Street.
Will P. Canaan, 1027 West 7th Street.
Westren Vending Machine Co., 1302 W. 10th St.

A. M. Amusement Co.

1228 South Olive Street
LOS ANGELES CALIFORNIA

PAUL W. BLACKFORD
EDITOR and PUBLISHER

PACIFIC COIN MACHINE REVIEW

The Newspaper of the Coin Machine Industry

PUBLISHED THE 1st OF EACH MONTH
Business Offices— 1029 W. Washington Blvd. — Telephone PRospect 8025

VOL. 1 | 10c PER COPY | LOS ANGELES, JUNE, 1934 | NO. 12

Spokane Ops. Promise Aid

SPOKANE—Recently a coin machine manufacturer flooded this territory with literature advertising a new product and using as a sales slogan "Easy Money with no chance to lose."

City officials received some of the literature and considerable copy reached the papers on the matter. As a result Attorney Donovan, representing the members of the Amusement Operators' Association, assured the officials that "it was not the intent or desire of the operators in Spokane to violate the slot machine ordinance which was drawn up to protect them from outside invasion of cheap and fraudulent devices."

Firm Building Marble Parade

LOS ANGELES—The California Games Company, veteran manufacturers and operators in Southern California, are offering their latest pin game sensation, The Marble Parade, to operators as the first game they have ever built for public sale.

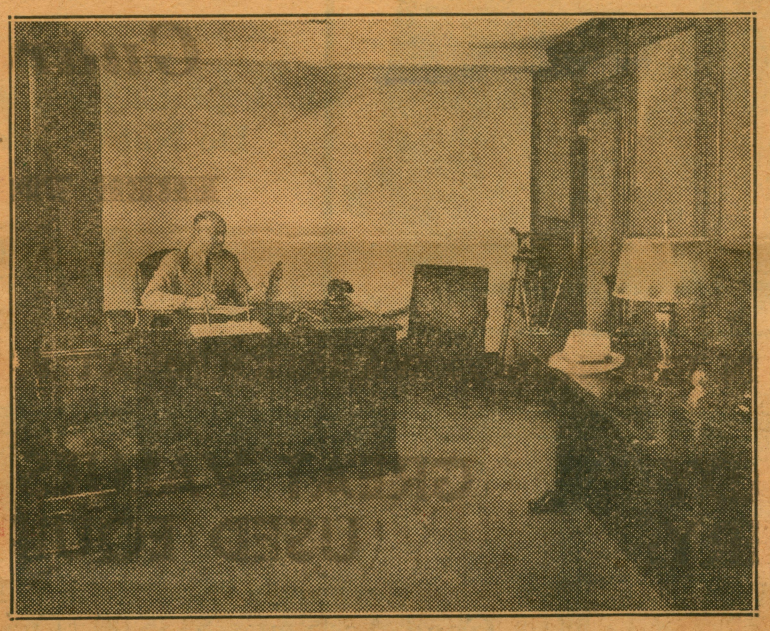
In the past the firm has confined its attentions to building games to operate itself and has never offered any of its prize-winning creations to other operators. As builders of their own games, the firm won a reputation for turning out money-makers without copying any current popular machines on the market.

In the Marble Parade, operators are offered the finest game the California Games Co. has ever built. Delivered in a modernistically inlaid cabinet, the machine is a beauty that cannot help but catch the eye in every location.

The National Amusement Company at 2345 West Washington Blvd. in Los Angeles will handle the distribution for the state of California on the game and additional distributors are now being lined up in various parts of the country.

You can keep this publication coming to you each month by patronizing our advertisers and mentioning THE REVIEW in buying from them.

Strickler at Work in Coast's Finest Coin Machine Offices



THE REVIEW photographer caught Mr. Leo H. Strickler, head of the Novelty Importing Company in San Francisco, hard at work in his new and lavish offices at 36-40 Steuart street in the Southern Pacific building. Without a doubt Mr. Strickler has the classiest offices of any coin machine jobber on the coast.

The Novelty Importing Company is the Northern California representative of the Exhibit Supply Co., Chicago, and was recently opened with a big housewarming celebration at which more than 450 were in attendance. In addition, between 40 and 50 floral pieces were sent by well-wishers in various parts of the country.

Mr. Strickler is well known in the coin machine business in the west. For a number of years he was the owner of the Oakland Gum Company and more recently was president of the Mills Sales Company in Oakland.

Penny Ante Code Victor

CHICAGO. — On a complaint filed by the Penny Ante Amusement Co., Riverside, Cal., against A. J. Stephens and Co., of Kansas City, Mo., charging violation of the "piracy clause" of the Coin Operated Machine Manufacturing Industry Code, the Code Authority found the Stephens firm guilty of such violation on April 27.

The respondent in the case was not present at the hearing although notified by registered letter and wire of the complaint and the hearing.

American Novelty Changes Owners

LOS ANGELES—Stewart and McClellan have sold their interests in the American Novelty Co. of 2710 South Hill street to A. J. McDonald, A. M. McDonald and H. Ballard. Mr. A. J. McDonald and Mr. A. M. McDonald came to Los Angeles from San Francisco and Mr. H. Ballard is merging his interests with the new partnership.

In disposing of the American Novelty Co., Stewart & McClellan have announced their intentions of confining their interests to the distributing end of the business and have opened offices at 2345 West Washington Blvd.

HEADQUARTERS
FOR ALL THE LATEST MODEL MACHINES
MARBLE PARADE STREAMLINE
NEW FOUR FOOT BASE BALL
FORWARD PASS WORLD'S SERIES
Tangette Watling Gold Award Slot Machine
BIG VARIETY OF USED MACHINES
CONTACTS, JIG-SAWS, FORWARD PASS, PREMIERS
WORLD'S SERIES
AT LOW PRICES
Western Vending Machine Co.
1302 WEST TENTH STREET
LOS ANGELES CALIFORNIA

Venders Continue Fight Against Unjust Law

REVIEW Opens Chicago Office

To better serve the manufacturers and distributors in the heart of the coin machine business the PACIFIC COIN MACHINE REVIEW announces the opening of offices at 35 East Wacker Drive in Chicago. Phone, Central 1112.

Mr. Ernest C. Auld, prominent advertising counsel and trade paper representative, has been placed in charge.

Gardners Note Business Upturn

CHICAGO—Irvin Heitler, sales manager of Gardner & Co., has just completed a survey of business of the country.

He said: "We have maintained a standard to punch board operators for 30 years, and can tell the true condition of each section of the country. From a business standpoint—conditions are good nation-wide.

"The use of punch boards is completely national and the amount used is a true barometer of the rise and fall of business. From our San Francisco and Seattle branches where we have warehouses, and our Mr. Lang of 124 N. W. 5th, Portland, comes reports of large increases in demand, and in some spots a phenomenal increase.

"A check up with H. A. Eyerly, who works out of the San Francisco office, shows demands are constantly increasing—there is a bounce and brace in business. The real story is when people work they play—amuse themselves."

Gustafson Opens Seattle Branch

SEATTLE—Al Gustafson has opened a branch of the Exhibit Supply Co. in this city to handle the five northwest states and British Columbia on the firm's line of penny arcade equipment, diggers and pin games.

The offices are located at 126 Elliott Avenue, West, where Mr. Gustafson will have more than 2,300 square feet of floor space in which to display and carry his stock of equipment.

Wolcher Back In States Again

SAN FRANCISCO—Harry Wolcher of the Advance Automatic Sales Company is back in the United States and is on his way to join Lou Wolcher in conducting their jobbing business.

The firm reports a terrific used machine business in recent months of machines purchased in New York and shipped here for re-sale.

THE JULY ISSUE of the **Pacific Coin Machine Review** GOES TO PRESS JULY 2
Copy and Cuts Must Be in Our Hands on That Date

BULLETIN

As we go to press word reaches us that Frank L. Shaw, mayor of the city of Los Angeles, has consented to meet a committee representing the Western Vending Machine Operators Association in his offices Tuesday afternoon, June 5.

Mr. Arthur Kennedy, attorney for the association, will also be in attendance and it is hoped that as a result of this meeting a blanket tax amendment to the present ordinance will be put through.

By J. EDWARD REES,
President, Western Vending Machine Operators Association

LOS ANGELES—The Western Vending Machine Operators Association of Southern California had its meeting on May 8 last at the Musicians building in Los Angeles when a good attendance was present to hear the latest news on the License Tax question which the association is fighting very bitterly.

The City Council has passed an ordinance licensing one cent peanut and gum vending machines $2.50 per year for each machine operated and placed on any outside location where it can be reached from the sidewalk. The association decided that it is quite impossible for the men obtaining just an existence in this business to even attempt to pay the unjust tax.

To give an idea of what it means, suppose an operator has 300 machines, which is not more than required to earn a living. He is asked to pay an annual tax of $750. His investment in this amount of machines is around $1,200 at the present price used machines can be purchased, so he would be called upon to pay 65 per cent of his equipment cost in taxes.

We have pointed out to the City Council that no other business is taxed even 5 per cent of his equipment investment or stock in trade, otherwise any store with a value in stock and fixtures of $3,000 would pay, on our basis, $750 per annum instead of $6 to $10 which they do actually pay. We have stated that we are unable to pay more than a blanket tax or license of $10 per annum irrespective of the number of machines.

At our meeting it was agreed that each member write or see his councilman at once and point out the conditions of this business and offer to go around with any official to service machines, to prove what they actually net per month and to show the absurdity of the proposed taxation which, up to now, no one has paid or ever will or can pay. This has been done and the writer saw his representative, Mr. Steve Cunningham (Third district). This gentleman, while listening to us, did not seem interested enough to take any action on our behalf or to let me prove my words with figures by visiting any machine and see it opened so that he would know what was left after the commission had been paid to the spot owner, and the sales tax, together with the price of the merchandise, taken out. I told him plainly that it meant if the tax was enforced that the machines would be picked up and the owner have to apply for relief from the City Charities to enable them to live.

All the members of our association are doing what they can with other officials, pointing out these same facts, but I must point

(Continued on Page Twenty-two)

VIKING SPECIALTY COMPANY

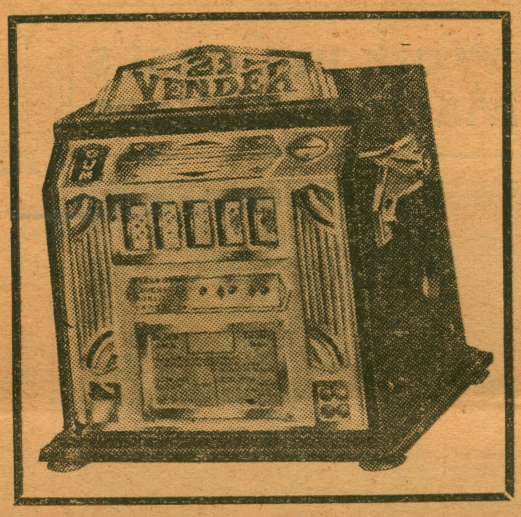
Our Fifth Year
At This Address

632 POLK STREET SAN FRANCISCO

Einar Wilslev
Manager

Distributors and Jobbers Exclusively

THE BLACK JACK "21" VENDER



SATISFACTION
Absolutely Guaranteed

Do Not Overlook This Winner
FREE TRIAL OFFER
Send for Circular and Prices at Once

IMMEDIATE DELIVERY FROM SAN FRANCISCO WAREHOUSE AT FACTORY PRICES

LATEST MACHINES READY FOR IMMEDIATE DELIVERY:

Streamline	$39.50
World's Series	$37.50
Official Baseball	$35.00
Relay with Bell	$28.00
Knickerbocker	$42.50
Penny Ante	$14.50

Slightly Used
WORLD SERIES
$32.50

GREAT VALUES IN GOOD USED EQUIPMENT:

Seeburg's "Sportsman" Merchandiser
Good As New—$135.00 (Original Cost $275.00)

Jig Saws	$14.50	Sweet Sally	$9.50	Blue Bird Dice	$3.50
Pennants	8.50	Skippers	3.00	Jumping Jack	5.00
Mills Officials	5.00	Solitaire	5.50	Puritans	6.00
Score Board	13.50	Steeplechase	2.50	Larks	5.00

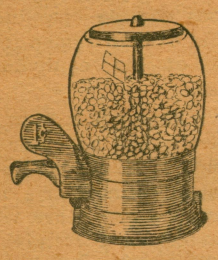
ROCK-OLA SWEEPSTAKES: Plain Model $5.50; Gum Vender Model $7.50

COMPLETE WAREHOUSE STOCK IN SAN FRANCISCO OF EVERYTHING ADVERTISED

LITTLE NUT

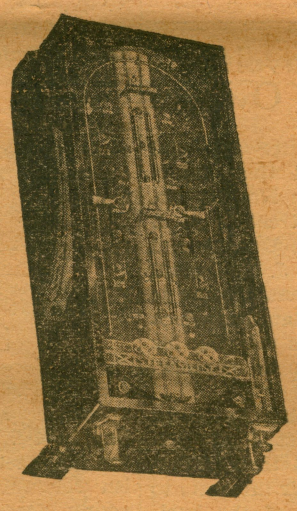
A NEW ADVANCED CREATION IN THE VENDING BUSINESS

The Miniature Beer-Table Peanut Vendor That Collects the Pennies



$3.75 Each

Extra Glass Globes Very Inexpensive



STREAMLINE

BIG PROFITS
Insured by the
FREE RIDE EXPRESS

PROGRESSIVE SCORE DEVICE

Immediate Delivery

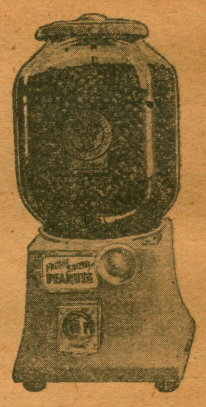
$39.50

NORTH WESTERN

Peanut

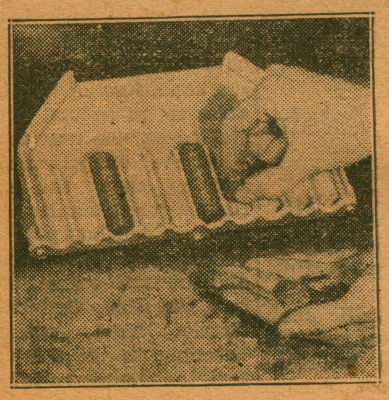
and

Confection Venders



Penny Size . $7.50
Nickel Size . $8.50
Combination Penny - Nickel, $10.50

TIME-SAVER Penny Counter



Designed to count pennies, ten cents to five dollars, in stacks of 50 to each slot. When pennies are stacked in slots they are easily picked up for wrapping. Made of aluminum and is rust-proof, unbreakable and is easily carried about.

Nickel Size
Counts Nickels 50c to $12
Price: $1.75 each
Postpaid

ROYAL SCALES

High Quality
Heavily Built

$39.50 each

Tubular Coin Wrappers

Penny or Nickel Size—$1.00 Per 1000, Postpaid

Collection Record Books

5c Each—Free Sample on Request

BALL GUM—Assorted Colors; Standard Size
SPOTTED BALL GUM FOR PRIZES

New and Used Vending Machines
for All Purposes

Viking Specialty Co.

632 POLK ST. SAN FRANCISCO

All Machines and Merchandise Warehoused in San Francisco

Two Operators Were Talking - - -

"Say, I went down to the New Deal to make a complaint on the TRIPLE THRILL. The cash drawer isn't big enough to hold the receipts."

"For heaven sakes, is there such a game in existence?"

"Yes. The TRIPLE THRILL has killed the play on the best games I had!" . . . And you can get it in 5-foot size and Junior size.

- - - and that's everyday talk in various parts of the country!

TRIPLE THRILL

The Supreme Sensation!

A machine which advances 3 balls only is the safest for any operator. More ball advances than 3 is bound to develop into a trouble maker for operators. This we have proven by exhaustive research.

THE BELL RINGING, BALL ADVANCING GAME IS THE ONLY POPULAR GAME WITH THE PUBLIC TODAY!!

New Deal Amusement Company

1356 WEST WASHINGTON BLVD. **LOS ANGELES, CAL.**

PHONE: PRospect 3856

——DISTRIBUTED BY——

Western Distributors
3126 Elliott Avenue
Seattle, Washington

TEXAS COIN MACHINE CO.

Crockett Hotel Bldg.
San Antonio, Texas

1316 San Jacinto St.
Houston, Texas

711 S. Ervay St.
Dallas, Texas

JOBBERS WRITE FOR ATTRACTIVE PROPOSITION

Here and There Around The Country

About a year ago the Coin Machine Manufacturers' Association passed a resolution favoring a new coin intermediate between a penny and a nickel, and also appointed a committee to foster such legislation. The American Newspaper Publishers' Association has joined the cause the past month by also favoring a three-cent piece.

From New York comes the information that five-foot tables are finally enjoying a tremendous sale in the city of New York. The tremendous earning possibilities of the jumbo tables is compelling the merchants to make room for the larger games.

In Pittsburgh, Mrs. Martha Carson, candidate for the Republican nomination to Congress, has gone on record as favoring a national lottery.

Paul Gerber of the Gerber and Glass Distributing Co., Chicago, has taken over the state of Michigan for the Contact game.

On May 1 practically all the leading chain stores in the country started selling candy bars at 5c straight.

"One pin game" is named defendant in an appeal that has reached the Supreme Court in Little Rock, Arkansas. The appeal is to determine whether or not pin games are gambling devices and is an aftermath of a case in Pine Bluff recently.

In a sweeping order put through in Fort Worth, Texas, pin games were not included as gambling games. The order advised hotels, merchants, etc., to put away any type of gambling devices and enumerated a list of those banned. Pin games were not included.

A number of small incorporated towns through Texas have recently placed taxes on coin machines. In most cases the tax has been small and very reasonable.

A new coin machine publication —La Revue de L'Automatique— printed in Paris, France, has just made its appearance in the states. Among the machines shown one recognizes many American principles incorporated in the foreign games.

Virginia operators are preparing to launch a legal fight against the $1,000 operator's license which is to go into effect July 1. It is claimed that such a license will force many small operators out of business, leaving the field free to the big operators. The Newport News city council seems interested in the matter and the hope is held that the large license will be considered sufficient and Newport News will not set a $150 per year city license in addition.

The pin game licenses are now on in New York city. The licenses, costing $3, are good for one year. A move is being fostered by the operators to have the license department place an additional $50 per year tax on storekeepers who own their own machines but the department does not seem warm to the proposition as yet.

The automatic restaurants in New York figured for plenty of publicity in the metropolitan dailies last week when one of them was visited by a gangster who walked out with $400 from the change booth.

The plant of the Stoner Mfg. Corp. in Aurora, Ill., was gutted by fire on May 9. As soon as the ashes had cooled work started immediately upon the construction of a new and finer factory.

At a meeting of the Coin Machine Manufacturers Association in Chicago, May 25 it was talked over the practicalness of having a seal of approval of truthfulness in advertising carried in the ads of members. Teaser ads asking operators to "wait till you see this one" was considered subversive to the best interests of the trade.

The 2 per cent manufacturers' excise tax on candy was repealed recently when President Roosevelt signed a new revenue bill which canceled the candy tax immediately.

The city of Detroit has placed a ban on the sale of prophylactic rubber goods through vending machines. During the past few months there has been a considerable enlargement in this field in the east and the Detroit order is to stop the sale of any form of contraceptives that would detract from drug store sales.

In Grand Rapids, Michigan, a petition has been filed with the city officials asking the city to postpone any license action of amusement devices. The petition was signed by 109 merchants.

In Washington, D. C., it looks as if the guiding hands of the country will listen to a proposed lottery bill that will place government sanction on a national lottery once a year with $120,000 to be the first prize. The bill was read on April 11th and will be re-read at a later date. Under the terms of the bill only a small part of the grand prize would be paid in cash, and the balance would be paid as an annuity. Tickets would sell at $2 with veterans getting 60 per cent and 40 per cent going to the government.

End your correspondence to advertisers by mentioning THE REVIEW.

A Comedy In Three Acts

Scene—Kozinskys beer parlor on Santa Monica Blvd. in Los Angeles.

Time—An evening a few days ago.

Principals in cast—Bud Lieberman and party and a party of eight from the Pacific Amusement Manufacturing Co.

ACT I

Lieberman spies the eight employees of the Pacific firm located at an adjoining table enjoying a bucket of suds. He rises, advances across the stage and whispers in the bartender's ear.

ACT II

Waiter leaves the bar and advances across the stage to the table of the Pacific boys and sets down eight glasses of suds with a big bold label across the side of each glass stating "Compliments of Forward Pass."

ACT III

Everybody roaring.

Mutoscope Popularity Sweeps the Country

NEW YORK. — International Mutoscope Reel Co. has hundreds of letters from all over the country since the favorable Washington, D. C., court decision for their new Electric Traveling Cranes with the positive, automatic candy vendors.

The court called these cranes "a game of skill." The decision was largely based on the fact that the Mutoscope Crane could not be more or less difficult. One player, who appeared, demonstrated to the court that he could pick up any item desired. This proved immediately to those present and to the court that the Mutoscope Crane was a game of skill and with sufficient practice skill could be developed to a fine point.

The popularity of tamper-proof skill feature, it is said, is only equalled by the automatic candy vending feature which assures the player his money's worth of candy even if he hasn't yet developed sufficient skill to obtain the item he may want from operating the machine. This legalizing feature plus the proof that the Mutoscope Crane is a game of skill and the fact that these machines are proving to be one of the greatest money makers in the industry has aroused great interest among operators throughout the country.

Gladys—How did you happen to quit teaching school to join the chorus?

Cloe—Because there's more money in showing figures to the big boys.

Phone PL. 3171

Tyler Cabinet Co., Ltd.

"Where Woodwork Is Good Work"

7110 McKinley Ave. Los Angeles

WE SPECIALIZE ON THE MANUFACTURE OF HIGH-GRADE MARBLE CABINETS

No Lies! No Hot Air!
No Snappy Salesmanship
when you buy from LOU WOLCHER

When you ask about the merits of a machine, you get the truth not a sales talk. Ask any of my old customers, and they will tell you how often I have said about a new machine, "It's lousy," and I don't hesitate to say so because nine out of ten of them are lousy. When I recommend a machine, it's good. When I represent a used machine in good shape, I mean good shape. I mean no cracked legs, no flat balls, no cracked glasses, no gummy plungers, and no weak sister springs. We offer the best price the first time, real service, prompt shipment, a thousand dollar stock of parts for every type of machine, and the definite promise that

WE WILL NOT BE UNDERSOLD

New Machines

WORLD'S SERIES

Still the outstanding machine of the year—out of stock at..... **$37.50**

THE NEW

AMERICAN BEAUTY

Featuring the cannon ball catapult and the invaluable speedometer clock score recording device for dopey locations who can't add. Make no mistake, this American Beauty is a honey. **$39.50**

STREAMLINE

With the California Ltd. cho cho train effect. With the four (Poosh-em-up) pockets that are so popular on the west coast. **$39.50**

RELAY

With that sort of Mae West, come again feature, that makes collections sweet, at only..... **$26.50**

Used Machines

World's Series, completely overhauled and clean as a whip, just like new at only..... **$30.00**

AIRWAYS, very clean..... **$7.50**

BROADCASTS..... **$6.50**

JIG-SAWS, beautiful shape, entirely clean, and overhauled, no cracked legs—at only each..... **$14.00**

SCRAMS, each..... **$6.00**

PURITANS, each..... **$1.50**

An assortment of Five Stars, Goofys, Three Ring Circus, etc., at $2.50 each.

BALL GUM, freight prepaid anywhere west of the Rockies, per hundred..... **$12.50**

COLLECTION BOOKS

With Carbon. Invaluable to a good operator. 5c each.

Close-Out of Absolutely New Machines

That will make history. Each machine brand new, in the original carton, and in perfect condition

Pennants by Bally	With Legs.... **$10.00**	Cubs.....	**2.50**
Pontiacs by Genco	With Legs.... **15.00**	Ramblers.....	**2.50**
Ramblers	Complete With Stands **3.00**	Penny Ante.....	**15.00**
Tickers.....	**2.50**	Little Ritz.....	**5.00**

Only until present stock is exhausted, and offered only to make room in our overcrowded salesroom and stockroom

Advance Automatic Sales Co.

1082 Golden Gate Avenue **San Francisco, Calif.**

OPERATORS

On the Pacific Coast Have Proven By Their Continued Patronage That They Appreciate

Our Low Factory Prices

Equal Treatment of the Small or Large Buyer—
Our Guarantee of Each Piece of Equipment We Sell

REGISTER

38" Long, 19½" Wide
Price $62.50 F.O.B. L. A.

RELAY

38" Long, 17" Wide
Price $28.00 F.O.B. L. A.
Equipped with Bell

Both of these games are now being used by operators in Los Angeles, San Francisco and Seattle, and each incoming shipment is eagerly awaited by operators who have placed additional orders. That's the only way to tell whether a machine is going over. If you are not satisfied after seven days, you get your money back.

How Can You Lose? — Order Now

MARBLE PARADE

A New 48 Inch Game

With a Thrill and an Original Idea. Built locally by California Games Co., who have a reputation for building games of merit. The interest created by this machine in five Test Spots is responsible for the many advance orders now on file, and we were compelled to Double our original large order so operators wanting their games first could get them from us. The price is $62.50 in single lots—$59.50 in lots of ten deliveries—starting June 8th.

CONTACT

–SENIOR AND JUNIOR SIZES

Still Going Strong — Attractive Prices on Both New and Used Games — We Sell Them Every Day —Our Prices Must Be Right

WORLD'S SERIES

New Cabinet — Improved Mechanism

Low Prices on Good as New World's Series

Ready for Delivery June 12th

A NEW 44" GAME–With Baseball Idea

Built with the idea of Profit for the Operator by local manufacturer whose products command respect. We saw the test models on location and recommend this game without reservation.

LIGHTNING

Size: 19 inches by 38 inches.

Price: $39.50, f.o.b. Chicago

We Recommend It Because It Is a PLAYER'S GAME that Will Mean Profit to the Operator—Deliveries in 10 Days

USED RECONDITIONED MACHINES

200 Machines at Your Own Price: Broadcast — Speedway — Cloverleaf — Broker's Tip — Jig-Saws — Airways — Scoreboards — Pontiacs — Century and Others
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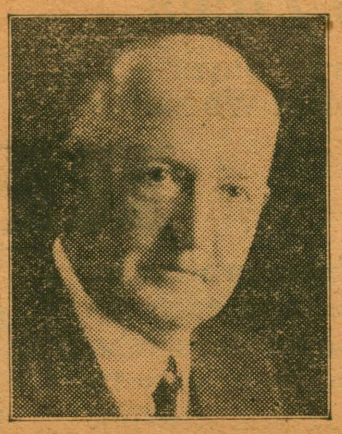
Let's Give Serious Consideration To Licensing Coin Machines

By O. D. Jennings, President O. D. Jennings & Company



I wish to repeat what was stated in the first bulletin of the "Book of Facts About Licensing Coin Machines" as to the licensing of certain types of coin controlled machines—that our interests in this question are mutual, because it is our mutual aim to do everything possible to improve conditions in the entire industry. If this were not the case we would not have gone to all the considerable expense involved, to compile and set forth these facts for your study and consideration.

Formulating our opinion from the facts brought to light in our intensive five-year investigation of the true facts about licensing and its results, we have swung our support in favor of a license fee for amusement machines whose income is such that the operator can well afford to pay a reasonable tax and still realize sufficient profits.

I have no desire to antagonize or cross swords with anyone who does not see this matter as I do: I freely admit that you or anyone else has as much right to a personal opinion, whether it be in conflict or agreement, as I have to mine.

I am as anxious to see this matter in its true light—uncolored by any prejudice, personal point of view, or "interests"—as you are. Only by so doing can we ever hope to get at the root of the problem.

It is therefore essential, I feel, that our survey be continued at this time with an open mind. That the further findings of our investigation be presented to you from time to time, the facts as revealed to us be placed in the hands of all those who have money invested in this industry.

Opposed to Taxing Small Income Machines

I want it emphatically understood that I am opposed to taxing any type of coin controlled machines whose net profits, because of their small-coin playing fee or because of vending and service features, would be cut to a minimum. Operators of such machines cannot afford to pay a tax. There are many vending, service and amusement machines that, I am aware, should not be taxed.

Government Needs Extra Revenue

Today more than ever before this country has a crying need for every penny it can collect from every possible source to meet the mounting cost of government overhead and unemployment relief measures. This is a crisis in the history of our nation, one to which every civic-minded citizen, business house and industry, must respond, or all reconstruction efforts will prove futile.

Homes and farms (land and personal property) cannot bear additional tax. Already, during too many lean years, they have been taxed to the very limit, are still struggling under a yoke that the Farm Credit Bureau at Washington is trying to lighten and save thousands of homesteads. Obviously this class of taxpayers—the class upon whom literally our bread and butter depends—cannot assume a further burden of taxation.

Yet the budget must be balanced if a solvent government is to be maintained. Lawmakers must create additional taxes from some new channel, and if the facts are not placed before them, it may be that somewhere an unjust tax will be levied on one who cannot or should not afford to pay it.

To avoid any possible misunderstanding in regard to our own industry, to picture the coin machine industry in its true light as a legitimate business operated on the highest principles of business ethics, let us be prepared to supply government authorities the actual facts, concealing nothing. We offer to shoulder an increased taxation because we feel it our duty and responsibility as citizens of the United States. We wish and are willing to do everything in our power to assist in this country's return to prosperity. And we are willing to assume a heavier load, that the load of someone else may be lightened.

The Example of Prohibition

Our position is in some respects but slightly different from the liquor question prior to the repeal of the Eighteenth Amendment. Liquor was sold over a period of several years and the government did not realize any revenue from its sale. In my opinion many good citizens, both men and women, voted for the repeal of the Eighteenth Amendment not in order to get a drink themselves but in order to supply the government with additional revenue and place the industry under police control and drive the vicious "bootlegger" and racketeer into oblivion.

Since Repeal what has happened? Instead of bootlegging, smuggling, expensive "raids" that drained our country's financial resources rather than contributed to them, prolonged court trials, increased prison expenses for convicted malefactors—millions of dollars monthly are flowing into the treasury, to be disbursed to an excellent advantage in other avenues where it is most needed. Furthermore, the liquor industry as a whole has supplied additional employment and brought comfort and happiness to many homes.

A similar result would be achieved in the licensing of coin machines. The notorious "hijacker" would be permanently ousted. Racketeers, unscrupulous operators, would be forced out of business. Only honest, fair-dealing citizens would be recognized and allowed to carry on operations, by payment to the government of a license fee as in any other legalized trade.

The coin machine industry is as honest and high-principaled as any other industry in existence. Like every other industry, too, it has its black sheep, which through its own efforts it is trying to permanently eliminate from the business. A slow process, perhaps, but a sure one. And licensing will be a potent factor in speeding up the process of clearing the coin machine field of its maligners.

Taxes Are Necessary

If it were possible for this government to be operated tax-free, without the necessity of levying on any person, on any business or any industry, fees to support the maintenance of what we choose to call a free democracy, I would utterly oppose taxing anybody or anything. I would say: Let the coin machine industry and all industries function without paying any form of license to the national government.

I know what it means to pay taxes. In taking credit for taxes paid by O. D. Jennings & Co., which company I own, my tax receipts will show that I have paid more taxes than any other individual in the coin-controlled machine industry.

I do not begrudge what I have paid in taxes. On the contrary, I am proud and glad to have been able to lend this financial support to my country, especially at a time when financial support is so greatly needed.

It has not always been paid easily. In bad times, when business concerns all over the country were closing their doors or slashing their budgets, O. D. Jennings & Co., too, felt the pinch of the depression. Yet throughout that time we continued to employ hundreds of men and women, continued to operate on schedules as full as possible, continued to pay fair wages.

100% With the President

When President Roosevelt issued his NRA code, we were among the first companies in Chicago to sign it, and have since that date, nearly two years ago, strictly adhered to its principles and regulations. Surely no government can ask more of its industries!

Will You Help?

In the matter of licensing we are again trying to take the lead in a crusading project for the betterment of American business generally, of the coin machine business specifically. Alone, we cannot complete the job. We can only present you the facts of the case, and express our opinion as derived from them. The rest is up to you—operators, jobbers, manufacturers—to everyone interested in the coin machine business.

With your support it is possible to make the operation of coin machines a legitimate respected business. Without your support, a certain undesirable element will be permitted to remain, and the government will be deprived of thousands of dollars of revenue which otherwise might have been obtained.

LAUGHS

Small Girl (seeing a piper for the first time): "Daddie, can't you stop that man, he's squeezing something under his arm and he's hurting it terribly."—Fishing Gazette.

"Where's the cashier?"

"Gone to the races."

"Gone to the races in business hours?"

"Yes, sir, it's his last chance of making the books balance."

Doctor: "You must avoid all forms of excitement."

Male Patient: "But, doctor, can't I even look at them on the street?"

"I hear that Binks got his wife out of a department store."

"Is that so? She looks as if he had grabbed her off the remnant counter."

"What is your age, madam?" asked the clerk at the polls.

"I've seen thirty summers."

"And how long have you been blind?"

WATCH

FOR ANNOUNCEMENT OF NEW 4-FOOT GAME WITH 1-INCH MARBLES BY

D. Gottlieb & Co.

FIRST SHOWING

MONDAY JUNE 11th

If You Have an Idea

Bring in Your Ideas for Marble Games!

WE WILL MANUFACTURE THEM FOR YOU ON A ROYALTY BASIS

A. M. AMUSEMENT CO.

1228 South Olive St.

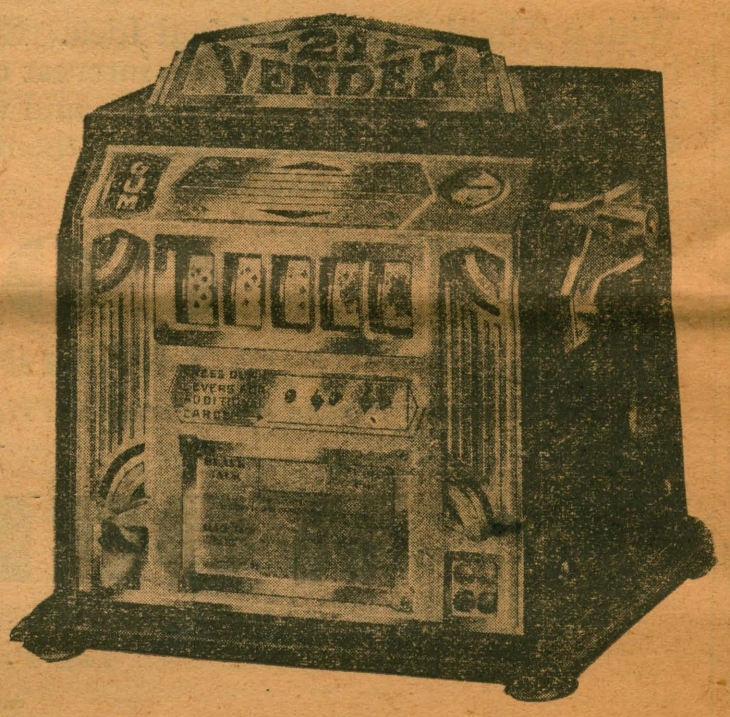
Los Angeles California

Marching On . . .

To Greater Heights of Popularity

"21" VENDER *has swept the country from Coast to Coast—wherever the Stars and Stripes fly—you will find this truly American Card Game —"21."*

The American public immediately took "21" VENDER to its heart and alert operators have profited greatly by catering to the public fancy.



"21" VENDER

Now available for straight Nickel Play

We can supply "21" VENDER for straight nickel play at no extra charge. Pennies will fall through coin chute without operating mechanism.

"21" VENDER is equipped with a device which prevents the insertion of coins when gum magazine is empty. This feature has helped many operators in obtaining favorable decisions and licenses, classifying the "21" VENDER as a plain merchandising machine.

Why "21" VENDER may be operated in most closed territories.

Playing the "21" VENDER is so fascinating because only 2 cards show when reels stop. Imagine the surprise! What will the next card be? Just like sitting in an actual Black Jack game.

WARNING: BEWARE OF IMITATIONS

The great popularity of the "21" VENDER has induced some unscrupulous manufacturers to copy this machine. All the novel features of the "21" VENDER—especially the shutters—are fully protected by patents pending and by the NRA anti-piracy clause. All jobbers and operators are warned against selling or operating imitations of the "21" VENDER. Offenders will be liable to suit for damages and will be prosecuted to the fullest extent of the law.

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MOST AMAZING GAME IN AMERICA!

- NEW! Last Coin Played Window.
- NEW! Quiet Operation.
- NEW! Ultra-Beautiful Cabinet.

38" Long 19½" Wide

- NEW! Visible Score Dial.
- NEW! Glossy Bakelite Field.
- NEW! Super-Live Spindle Springs.
- NEW! Spring Torpedo Bumpers.

IMPROVED MODEL
Absolutely Bug-Proof

$62.50

Tax Paid F. O. B. Chicago

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Now In Two *Super-Beautiful Models!*

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- New Opalescent Cabinet

WHAT a beauty! Positively the most attractive coin machine creation ever offered to operators! A richly colored field employing a unique color combination. An eye-compelling cabinet in opalescent color: Add this to RELAY'S powerful "come-on" appeal and you have the most inviting, most tantalizing game in the field! A high quality, low cost machine whose profit power has been definitely proven. Same low price prevails. Order RELAY now!

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38" x 17"
$28.00

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LONDON, ENGLAND: Burrows Automatic Supply Co., Ltd., 78-81 Fetter Lane.
CANADIAN: D. Gottlieb Co., 115 Phoenix Bldg., Winnipeg, Canada

A Visit Thru Rock-Ola's House of Mechanical Magic

The murmur started last fall, when operators began asking about the WORLD'S SERIES. Then a rumble. Now a roar. Like a snowball rolling down hill, it swells bigger and bigger. Gains more momentum.

It's the voice of ten thousand and one operators and jobbers in all parts of the United States. It comes from the deep plush seats of the lounge cars as two distributors talk of the WORLD'S SERIES contract they've just made. From down Texas way, where the boys play them high, wide and handsome. From Boston, New York, San Francisco, voices demanding, insisting, pleading.

"WORLDS SERIES" clicks over telegraph wires. "Buy WORLD'S SERIES," an operator tips off his friend. "New York calling on Mr. Rockola's private phone," . . . "Telegram for Mr. Bennett." Wires . . . telegrams . . . phone calls . . . cables.

And down in the Rock-Ola plants, the feverish excitement seems to have entered the very machines themselves. Giant punch presses pound with a terrific roar. High speed drills spin at a dizzy pace, biting into shiny steel until it smokes wth heat. From what appears to be tangled odds and ends of steel and wire and assorted bits of wood, games spring up like magic under the skilled craftsmanship of trained workmen.

The bustle of the Assembly Department amazes the visitor. Here the games streak along Rock-Ola's famous Twin Conveyor. It is reminiscent of vast automobile plants in the boom days. Never a stop, never a pause, so dexterous is the Twin Conveyer that the unfinished games actually seem to help themselves as a busy man hurriedly, but efficiently, dons his clothes.

Dodging behind a door to escape a rumbling truck loaded with stampings, the visitor gains the stairway with the help of a guide. As though from the bowels of the earth, a deep rumbling reaches his ears. In surprised curiosity, we ask, "What's that?"

"Wait, I'll show you a sight that will interest you," the guide smiles. And we proceed downward. A steel door, hermetically sealed for soundproofing, bares our way. We enter and there stretching down a long corridor, are rows of enormous presses.

It's past description. Only can their pounding roar be likened to a battery of big Berthas hurling two hundred pound projectiles with the rapidity of machine gun fire. Number threes, number fours, and the gigantic number fives stamping out pieces as fast as 3600 a minute!

So terrific is their force that in two minutes they could hammer through an ordinary floor. But this is a special floor supported by steel girders, steel columns, as thick as oaks and reinforced with concrete.

As we leave, the throaty rumble of these mechanical giants follow along as though to remind us of their might. We need no such reminders, as we have seen a sight so spectacular and so awe-inspiring we're not likely to forget.

The machine shop holds more wonders. Here are grinders so sensitive they could take the fuzz from a rose petal and still leave the petal itself untouched! Polishers that whirl madly with 3500 revolutions per minute; screaming band saws; shearing power planes, hammer drills that chip and chisel, drill and grind.

Here, indeed, is a House of Mechanical Magic. But just what a production capacity of 1800 games a day really means doesn't impress one until fleets of trucks line up at the loading platforms. Then gangs of leaders, sturdy as stevedores, tear into the towering mass of games. Hour after hour, from early morning until late at night, the trucks pull up, load and speed away to catch express trains which are already puffing in the various depots.

As the visitor leaves the building, he turns to take one last glance at this beehive of industry. Like many others, he is astonished at the size of the coin machine business.

He begins to realize that here is another of the industries that has made America famous. It is no spindly legged child, but a full grown industry of adult proportions. In his mind's eye, he sees the thousands of operators throughout the country going about their daily work, making calls on locations, emptying cash boxes, putting in new machines.

He sees location owners who consider their games as much a part of their store as the stock on their shelves. He sees people enjoying a wholesome form of amusement—an amusement that steadies their nerves, trains their eyes, and gives them an enjoyable relaxation from the cares of the world.

His final thought, as he turns away, is of the ingenuity, and the popular appeal of such games as JIGSAW, and the WORLD'S SERIES. "Certainly," he thinks to himself, "the operators, jobbers, distributors, manufacturers and all who are employed in the coin machine field must derive a deep satisfaction from the part they are playing in adding to the happiness and pleasure of mankind."

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"Forward Pass" Firm in New and Larger Factory

LOS ANGELES—So tremendous has been the success of the Forward Pass pin table that once again the manufacturers have been forced to move to new and larger quarters where more games can be turned out each day. This time the factory moves from 1228 West Washington Blvd. to a new location at 1228 South Olive street, where more than 12,000 square feet of floor space is available for turning out the winning product.

In its new quarters, the A. M. Amusement Company has added considerable new equipment and machinery and a trained force of men are now busy in an effort to catch up on orders. The new plant is capable of turning out 100 games per day.

In commenting on the expansion Mr. Bud Leiberman and Mr. Henry Nathanson, owners of the A. M. Amusement Company, stated that the success of Forward Pass once more proves conclusively that operators are quick to recognize a quality product. "When I showed a sample of this game to Green and Price in Texas they immediately placed an order for 250," said Leiberman, "which in itself is an enviable endorsement of the machine."

On May 7 a general open house was held at the new plant and more than 400 operators stormed the place to be regally entertained. On hand for the operators were drinks of all kinds, roast turkey sandwiches, salads, appetizers and what not.

The operators and jobbers of the west extend best wishes to the A. M. in their new quarters.

Viking Shows Tumbler Game

SAN FRANCISCO—The Viking Specialty Company is displaying a new counter game known as the TUMBLER. This is a very small machine in a perfect round shape that measures 10 inches in diameter and is 5 inches high. It weighs only five pounds and has a newer, more novel and more original action than any other machine on the market. It plays pennies, nickels, dimes and quarters, and upon insertion of the coin the player will see little cubes tumbling at a furious speed across the opening under the glass. Suddenly, three of the cubes stop exactly at the opening. The cubes are of special design and have the usual fruit characters and the winning combinations are standard.

The mechanism is simple and trouble-free.

All operators visiting the Viking showroom agree that this machine is something entirely different and they play it time and time again. This little machine is kept going all the day, but in spite of this no weakness in the construction has been revealed.

The arithmetic class was learning weights and measures.

What does milk come in?" asked the teacher.

"In pints," ventured Betty.

"And what else?"

"In squirts!" shouted Johnny, who had spent last summer on the farm.

Uncle Charlie (handing his nephew a $1 bill)—"Now be careful with that money, Jimmie. Remember the old saying, "a fool and his money are soon parted."

Jimmie — "Yes, Uncle Charlie, but I want to thank you for parting with it just the same."

In Colorado

A petition is being circulated in Pueblo to determine whether or not the operation of coin machines shall be banned. At present a $25 per year license fee is being paid by the operators and no alarm is felt by them on the outcome of the petition.

In El Dorado a city license on marble games has just been placed in effect after being considered by the city commission for a number of weeks. The ordinance provides for two licenses, one of $10 and one of $5.00.

L. Rosenthal of San Francisco and Miss Bettie Riewitz of Denver were married in Denver the past month. Miss Riewitz is the daughter of Wolf Riewitz, popular Denver operator, who has operated in this territory for more than 20 years.

The Rapid Sales and National Operating Company in Denver has been purchased outright by O. M. and Fred Sandholm. They will continue to operate under the old name.

The Sharpshooter target machine is one of the most popular in the state. Almost every drug store and restaurant has one or more.

Earl E. Werden, manager of the penny arcade on Curtis street in Denver, reports a good business that is showing a steady improvement.

Tim Kniffin of Pueblo lost several machines in a fire recently when the warehouse in which they were stored burned to the ground.

Triple Thrill Winning Friends

LOS ANGELES—The New Deal Amusement Co. is making tremendous strides with their new five-foot table, The Triple Thrill. During the past month distributors have been appointed in various sections of the country and production arranged to care for quantity orders.

The Triple Thrill uses the well-known ball ejecting principle in three pockets instead of one or two. The cabinet is modernistically finished in two tones and the playing field is beautifully decorated.

According to Phil Weiner, manager of the New Deal, the Triple Thrill is really a triple thrill, for on locations it has surpassed the intake on numerous other favored games.

Stearns Opens New L. A. Office

LOS ANGELES—N. H. Stearns, president of the Calif. Amusement Machine Operators Association, has opened up a new place of business at 2712 South Hill street to handle the sale of his new unbreakable marbles.

After considerable research during which the dye markets of the world were searched, Mr. Stearns reports he now has dyes that add new life and lustre to marbles.

End your correspondence to advertisers by mentioning THE REVIEW.

SKILL COUNTS IN LATEST CRAZE

Grown-ups All Play Marbles

But Staid Citizens No Longer Knuckle-Down at Taw Line—the Game Nowadays Goes More by Luck and Its Rewards Are More Than Aggies

Carrying an appeal to the rather general willingness of people to "try your luck and win something," thousands of marble games have made their appearance in stores of various kinds over the city and county and are enjoying a large patronage.

"Games of amusement" or "games of skill and science," they are characterized by the promoters of these devices to entice nickels from the pockets of the passers-by, but complaints are being raised that regardless of the intent of the manufacturers or sellers, they are being used for gambling. One large local merchant recently complained that one of his employees lost $150 betting on his score.

Also complaints are being made by and to the school authorities because school children have been using their lunch money or other allowance to play the games in stores near the school grounds.

The games consist of an inclined board in a glass-covered box or table. The board is perforated with holes, each with a number, around which are ranged steel pins. The player inserts a nickel—a penny on some of the machines—and ten marbles are released for the play. The player shoots a marble around the board by means of a spring plunger and the ball trickles around the pins and sometimes drops into one of the holes provided. When his marbles are played the player counts his score according to the numbers at the holes in which his marbles dropped. In many places, if his score is above a certain figure, the player gets from two to twenty "free games," which he may either cash in at so much per game or receive the equivalent in slugs to operate the machine again or may be used to buy merchandise at the store. The pay-off on the free games is posted on the machines.

The city recently licensed the games and since April 12 has been collecting a fee for each machine installed—$3 per year for each 5-cent machine and $2 per year for each machine for which a penny per game is charged. Since the ordinance was passed more than 3000 of the machines have been licensed in the city. A few more than 400 of the penny games are operating.

So far the games have been regarded by the authorities as games of amusement or of skill and science. No official ruling has been made on the question whether the "free games" feature constitutes gambling, though it is understood that one of the branches of the city's legal forces is looking into this matter. In the matter of betting on the scores, the authorities say nothing can be done, since any game could be so used for gambling purposes.

Handlers of the games say that in the downtown district in good locations each device will take in about $6 per day. Some run much higher. The proprietor of the store and the leasor or owner of the machine usually split the receipts fifty-fifty. Out of the proceeds, however, must be taken the cost of the free games. It is said by promoters and handlers that this runs from 50 to 60 per cent of the gross receipts, but most players rate this percentage as far too high.

Los Angeles is one of the two large manufacturing centers of the games, the other being Chicago. On the Pacific Coast Los Angeles people are among the best patrons.

(Reprinted from the June 4 issue of the Los Angeles Times through special permission.)

New Cabinet For Relay Machine

CHICAGO.—Relay, D. Gottlieb & Company's entry in the low priced field is to be offered in a new, modernistic de luxe model, announced Dave Gottlieb today. This unique game, with an original "come-on" appeal, which is said to have won a firm niche in the "hall of coin machine fame" will shortly appear in a novel, dazzling "dress." According to Dave, Relay's playing field will introduce an entirely new color combination. "The de luxe model will have one of the most beautiful playing fields we have ever placed in a coin machine," Dave said. "It's coloring effects and design have been worked out by a prominent industrial designer and we feel with this improvement Relay's earning capacity will be measurably increased. Relay will also be housed in a new modernistic cabinet finished in an attractive, rich opalescent color. "There will be no increase in price for the new model," Mr. Gottlieb added. "Production is already under way and delivery will be made immediately."

Taxi-driver: "My, what a clutch."

Voice from Rear: "Say, keep your eyes to the front; this is none of your business."

Report Run On Streamline

CHICAGO.—Jim Buckley, general sales manager of the Bally Manufacturing company, reports that the demand for STREAMLINE has reached the proportion of a run. The automatic Progressive Score Device has taken the trade by storm, says Jim, and production has had to be speeded up to take care of the demand.

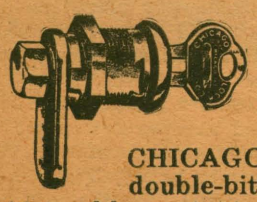
WATCH

FOR ANNOUNCEMENT OF NEW 4-FOOT GAME WITH 1 1/2 INCH MARBLES BY

D. Gottlieb & Co.

FIRST SHOWING

MONDAY JUNE 11th



Coin Chutes and Locks

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IMMEDIATE DELIVERIES FROM STOCK ON HAND

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Use WILHITE GUARANTEED HARDWARE *for Your Marble Games*

Immediate Deliveries can be made on Plungers — Ball Elevators — Teeter Switches — Shuffle Board Brackets — Leg Levelers — Banking Springs — Anti-Tilts.

SPECIAL HARDWARE MADE TO YOUR ORDER. WRITE US FOR PRICES.

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Tools, Dies, Metal Stampings, Hand and Automatic Screw Machine Products, Spinnings, Experimental Work, Complete Manufacturing Service, Special Machinery Built, Wrought Iron Work, Welding, Grinding, Spot Welding, Gear Cutting, Lathes and Machinery for Rent.

WATCH GENCO

Producers of 14 Consecutive Coin Machine Hits!

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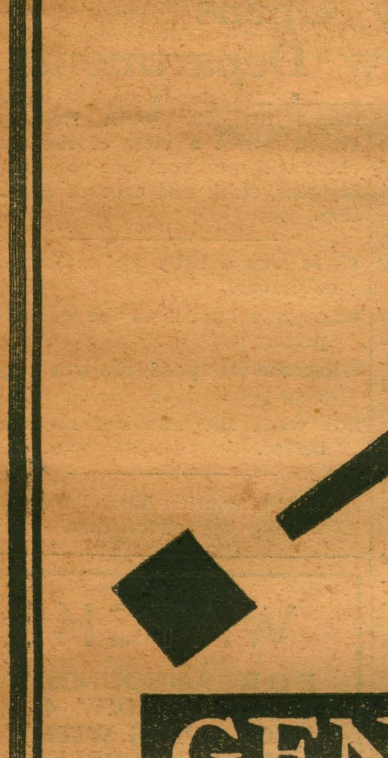
COIN-ographies

—of—

Outstanding Men in Western Coin Machine Circles



MR. NEWELL H. STEARNS
President, California Amusement Machine Operators Association

Herewith we present the first of a series of personally written biographies of prominent men in the coin machine business in the west. Each article will be written by the individual himself.

In the year of the big wind, the fall of '29, when business went to hell, my Buick automobile business went the same way. About New Years Day, 1930, my wife and I took stock of our finances and found we had enough left to keep the joint open three more days, so we closed it that night and kept the three days pay to eat on. Then we left Imperial Valley where we were located and came to Los Angeles.

In looking for opportunities a slicker sold me thirty penny gum machines for $600 cash and a $600 car. When my wife learned I had gone into the penny gum vending business she sent for the padded cell. However, I soon brought home some dollars worth of pennies so again she permitted me to sleep in the house.

Shortly thereafter I sold the thirty gum machines on location at a profit, and twenty more with them on which the manufacturer paid me a commission. That commission gave me ideas so I worked for about nine months selling gum vending machines on commission.

While in San Jose, I received a marble game called "Wiggle Game" from my factory and I set it up in the hotel where I stayed and was it popular! It more than paid our hotel bill. So immediately I quit my job, came back to Los Angeles and corralled my liquid resources and purchased fifteen marble games. I set these fifteen games on location the day before Christmas, 1930. By New Years Day following, the receipts had amounted to sufficient that I knew I had found my place in the sun at last. So here I am four years later operating marble games and more enthused than ever.

It now being 1:00 a. m., (the usual time an operator finishes his day after answering all service calls), I shall close, having fully written my biography.

Suitor: "Sir, may I have your daughter for my wife?"

Her Father: "Bring your wife around and I'll see."

Long Beach Coin Machine Exchange

SALES AND SERVICE NEW AND USED MACHINES

Our Motto: We Aim to Please

422 East Fourth Street Phone 633-574

LONG BEACH, CALIFORNIA

Seattle Papers Make Merry With Slot Stories

SEATTLE—Every once in a while the Seattle papers get funny about slot machines and give column after column to a hilarious treatment of their being on location within the city limits.

However, none has been so well written and quite as humorous as the following illustrated article that appeared in a Seattle paper recently:

Cig. Group 1 Year Old

LOS ANGELES—The California Cigarette Vending Machine Operators' Association has just recently attained its second birthday, and like all youngsters, its first year's strides were rather slow and uncertain; but now in its second year, through the untiring efforts of our legal committee, headed by the chairman, Mr. H. W. Skelton of the Rowe Service Co., Inc., we are beginning to do things, namely the recent passage of an ordinance making it legal to own and operate a cigarette vending machine in the city of Los Angeles.

This is really a big step forward—affording us police protection and doing away with the old "bogey" man of uncertainty as to whether we could stay in business or not.

It is our desire and aim to make this organization a statewide institution, as we all know that "in unity there is strength" and no chance of one member 'chiseling" in on another member's location. This means better business for all concerned. So come on "feller," get going and send in your application to the secretary, Mr. A. B. Macdonell, at 1340 South Flower street, Los Angeles. You can't lose!

E. STEUR, President
California Cigarette Vending Machine Operators' Assocation.

It helps You, the Paper and the Advertisers to mention THE REVIEW.

Our scene is laid in Slot Machine Land. It is a forest of beautiful trees, each tree bearing fruit—lemons, plums, oranges. A few trees bear golden bells, while one rare tree, in the middle of the wood, is covered with nickels and is called the jack-pot tree.

Enter six little slot machines. The eldest is a quarter machine. Others are dime and nickel machines, while one wee little fellow is a penny gum machine.

The little slot machines start playing ring-around-the-jackpot, when suddenly the sky is darkened and they cower in fear—

Quarter Machine: "The election is coming. Hide! Hide!"

The little slot machines hide behind trees until the Ogre Election marches across the stage (left to right) and then they reappear and begin playing again, their nickels rattling, their bells ringing.

Suddenly a great voice roars out:

"No more slot machines after June! Death to the slot machines!"

Dime Slot Machine (in a whisper): "It's Charlie Smith! He means business. Oh, woe to us!"

The little slot machines tremble in fear, dropping nickels and dimes all over the greensward.

Enter Grandma Lottery, an elderly Chinese lady.

Grandma Lottery: "Why, my little pets! You're crying. Hush, little slot machines, don't you cry, you'll be lotteries by and by. But tell me, what is wrong?"

Dime Slot Machine: "Oh, grandma, we're scared. Charlie Smith says we are to be destroyed in June."

Grandma Lottery: "Shucks, youngsters, don't let that worry you. Why, I've been here in Seattle ever since the Great Fire, and long before. I'm battered and scarred, but there's life in the old girl yet. Mayors may come and mayors may go—and sheriffs, too—but lotteries and slot machines go on forever. I can remember once when I had to hide for two full weeks when a lady mayor took over—but then I popped out again. You will be here with me just as long as this is a city. Believe Grandma Lottery, my lambs."

Slot Machines (in chorus): "Thank you, grandma!"

Grandma Lottery strolls out and the little slot machines dance around the jack-pot tree, singing, "Who's afraid of the Big Bad Mayor?" as the curtain slowly falls.

Tanguay Visits Hospital Again

LOS ANGELES—Mr. Art Tanguay, partner in the Western Vending Machine Company, has just returned from the hospital following his second operation in three months.

Tanguay was operated on sometime ago for appendicitis and when he failed to recover as rapidly as expected another operation was deemed necessary.

Let's hope you're through for keeps this time, Art.

WARNING!

Operators in the west are cautioned not to send money orders, checks or cash to the King Products Company, 1125 Venice Blvd. in Los Angeles in payment for a machine advertised as THE KING or THE SKIPPER, or for unbreakable marbles advertised by them in our February issue. This firm is no longer in business.

Valuable Brief Submitted by N. Y. Skill Games Group

A brief containing facts and law relating to coin-operated games and submitted to the corporation counsel of New York City by Keppler & Keppler, attorneys for the Metropolitan Skill Games Board of Trade, Inc., was issued the past month in booklet form by the Billboard for free distribution to operators.

The brief is the first comprehensive effort to clarify these matters for public officials and a copy should be in the hands of every operator for ready reference if and when such material is needed.

In part the brief states that it is the first effort to create an understanding and prevent unjust persecution by public officials in New York City, who mean well but have not been afforded the opportunity to become acquainted with the facts.

Of particular interest is the section wherein arguments are given against the three main criticisms made on marble games. These are: 1. That they are played by children under sixteen, especially near schools, and, 2. That prizes are given for the highest score, and, 3. That people may gamble upon the highest score.

Space does not permit reprinting the arguments on all three points. On the first two criticisms the brief reads:

As Far as Children Are Concerned.

Sec. 484 of the Penal Law prohibits children playing these machines. We frankly ask what more can and should be done to protect youth? We have heard the criticism that children spend their pennies playing these machines and even that they have stolen to play them, so that they have neglected their school duties. We are giving the accusation of the severest critics, as far as children are concerned, and make no attempt to dodge the issues.

Children who do these things are the exception. There are delinquent children in schools and homes just as there are bad men and women. These same children may play hookey or steal pennies and neglect their studies to go fishing—just to loaf—to go to the movies and to do hundreds of other things. Such children did the same things before the marble games existed and will find infinite other activities at all times. It is not the marble game. It is these children who are the "problem." If the marble games were out of existence the same delinquencies would be applied to something else, probably far worse for the youngsters.

Some children commit larcenies, even burglaries, but we cannot confiscate property because of that. Children commit abuses by buying unsanitary or too much candy, but no one suggests legislating candy out of existence. They beg patrons to buy their tickets to enable them to get into the movies, but no one therefore advocates closing the movies. If a law is violated in connection with a machine, only the person should be penalized for the violation committed. We have elaborated this point under gambling.

The enforcement of Sec. 484 of the Penal Law and a real campaign of education by our newly formed association will solve the problem of children playing marble games.

Operators can contract not to permit location owners who violate the law the use of the machines.

The silly comment has been made that these games must be bad since the law forbids children under sixteen to play them. Article 3, Sec. 30, of the City Ordinances forbids children in bowling alleys. It forbids children under sixteen to work in a pawn broker's place—Article 9-R, Sec. 127. Many other illustrations could be given. Codes prohibit the employment of children under sixteen. Therefore, the law, "of below sixteen," establishes nothing discreditable.

We Now Come to the Question of Prizes.

Prejudice has resulted in attempting to prevent this. There cannot be two laws—one for the more fortunate and a less liberal one for the masses.

As long as cash and valuable property prizes are legally awarded to the winner of many games, it is unjust to attempt to curtail the right of prizes in connection with skill games.

The dealing of cards is blind chance. Likewise, golf is full of elements of luck. There is no game that hasn't elements of luck and chance, even where skill is an important element. But we do not offer this argument on the theory that one wrong justifies another. On the contrary, we offer it because a right justifies another right.

It would be absurd to contend that the winning baseball players in a world series are to be unrewarded or that the winner in any type of contest or game is to have the empty glory of mere words.

The proper hostess would not send her guest home empty handed who scores at bridge.

The bowling club offers valuable prizes to the winner.

The boxing law permits valuable gifts to the winning amateurs.

Professional wrestlers and boxers fight for a purse, as permitted by law.

What would a day at an amusement park, a fair or exposition mean if the tired, law-abiding citizen could not carry home a trophy—a kewpie doll, a teddy bear, a silly cane, a "bum cigar," or what not, as a reward for skill in hitting the bull's-eye, getting the ring around the cane, etc. It would be contrary to human nature.

Let us not become blindly narrow in the singling out of one type of amusement device merely because it is new, and attempt to create a silly precedent that would have to outlaw all types of petty rewards or prizes for amusements. To attempt to carry out such a scheme would show its absurdity.

An excess of virtue is a vice.

On the third criticism the brief goes fully into past court records and cites several cases to clearly establish that a game is not illegal nor subject to legal action in any way because it may be perverted so that someone gambles on a score.

Seattle Grand Opening June 16

SEATTLE.—The grand opening of the Exhibit Supply Company's Seattle branch at 126 Elliott avenue, West, under the management of Al Gustafson, will be held on June 16th.

A royal time is promised operators.

How About an Operators' Picnic?

With summer here, now is the time for the operators to get together on a grand excursion, picnic and party.

It has been suggested that THE REVIEW charter a boat for an ocean cruise for operators sometime during the month of August. What think ye of the plan?

There should be some general get together of operators two or three times each year and with our annual show banquet in the winter and a real picnic or excursion in the summer we all would become better acquainted. THE REVIEW invites suggestions and criticisms on such a trip or trips.

Mohr Brothers General Jobbing

LOS ANGELES.—The Mohr Brothers at 5615 West Fourth street announce their entry into the general jobbing field this month with three new machines now on display in their showrooms. These are Lightning, Marble Parade and "Hit Me."

In addition the firm is retaining its general jobbing business on the Rock-Ola line and is carrying a complete line in stock.

Gans Company Opens Two New Departments

LOS ANGELES — The Gans Company made their entry into the jobbing and distributing field this month with the announcement that they have taken over exclusive territory on the Lightning game now being manufactured by the Exhibit Supply Co., Chicago.

The Gans Company, well-known to all operators throughout the west, will still retain their operations in addition to jobbing and distributing.

The deal to handle Lightning was made in Chicago where Mr. Robert Gans, head of the firm, is now on one of his periodic eastern business trips.

Samples of the new game are now on display at the firm's showrooms at 400 South Boylston street, where a view of the machine will soon convince you of its fastness, flash and ease of operation.

There was a little girl with peroxide curl,
Who was known to be quite a petter;
When she was good, she was very, very good,
But when she was bad she was better.

Always mention THE REVIEW in writing our advertisers.

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FOR ANNOUNCEMENT OF NEW 4-FOOT GAME WITH 1-INCH MARBLES BY
D. Gottlieb & Co.
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FIRST SHOWING
MONDAY
JUNE 11th
•

Congratulations
to N. H. STEARNS
ON HIS
Unbreakable Marbles

The unbreakable marble is just as important to the operator as the marble and pin game itself.

Where ever Unbreakable Marbles were placed in Marble and Pin games the results were highly satisfactory.

In our opinion the Unbreakable Marble is worth its weight in gold.

A. M. AMUSEMENT CO.
1228 SOUTH OLIVE ST.
LOS ANGELES, CAL.

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CABINETS
For the "HIT" Games

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+ +
+ + +

Let Us Figure on Your Needs

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Morris Furniture Mfg. Co.
4433 So. Alameda, Los Angeles, Calif.

EXHIBIT'S

NOVELTY MERCHANTMAN

A CHALLENGE to any Crane Type Digger Machine as a far superior product in any phase of Design — Attraction features and Construction.

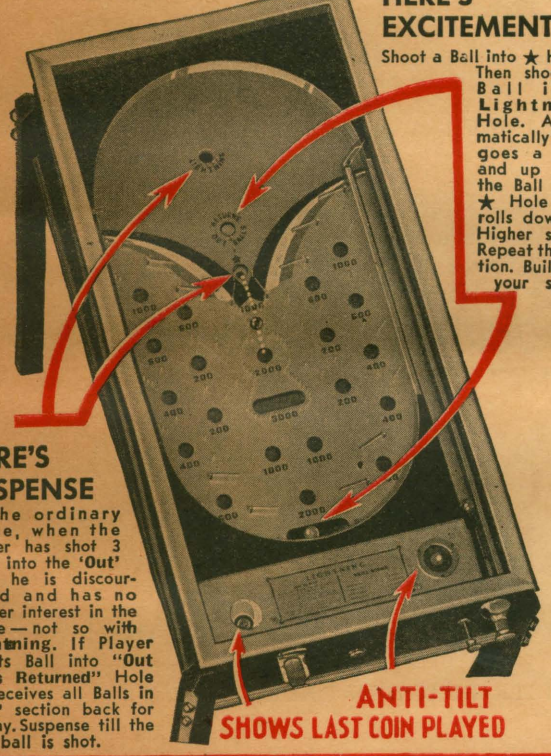
JUST A GLANCE tells the big difference

- **you will see** why it has been approved by preference to be permitted to be installed in America's finest Hotel Lobbys and other smart locations where beauty and appearance is a factor.
- **you will see** in a genuine sense — exactly what the word "QUALITY" means when describing a product.
- **you will see** a contribution of more improved patents on Digger machines than all other manufacturers combined.
- **you will see** just WHY more EXHIBIT DIGGERS are being sold and operated today than all other types of Digger machines put together.

The Novelty MERCHANTMAN — like all products of THE EXHIBIT SUPPLY CO. — was produced to be a leader. Ever since its introduction it has maintained its purpose. Twelve additional outstanding features (EXHIBIT CREATIONS) immediately identifies its superiority in every manner.

Our authorized distributor in your locality — will be glad to show you the NOVELTY MERCHANTMAN and tell you more about

"LIGHTNING" GOING WILD on all locations



HERE'S EXCITEMENT
Shoot a Ball into ★ Hole. Then shoot a Ball into Lightning Hole. Automatically Br-r goes a Bell and up Pops the Ball from ★ Hole and rolls down to Higher score. Repeat the action. Build up your score.

HERE'S SUSPENSE
In the ordinary game, when the player has shot 3 Balls into the 'Out' hole he is discouraged and has no further interest in the game — not so with Lightning. If Player shoots Ball into "Out Balls Returned" Hole he receives all Balls in 'Out' section back for replay. Suspense till the last ball is shot.

ANTI-TILT
SHOWS LAST COIN PLAYED

10th BALL SUSPENSE

It's a "Players" Game—throughout—devoid of all frills and gadgets to attract operators for orders. It has been purposely designed to attract "Players" on locations—leaving what operators are concerned about—to prove itself—in the cash box on collection days.

MAGIC HOLE SUSPENSE

It surely — is a thrill game — with flash — "LIGHTNING" is just the name for it—every play—exciting —the gong of the bell—striking the Lightning hole —popping balls—rolling on to new scores—hitting the magic hole—returning all lost balls—talk about breathless — fast moments — "LIGHTNING" is a great fascination. GAME NEVER OVER UNTIL LAST BALL IS PLAYED.

You will marvel at its appearance. Has a fine finished two toned cabinet—a smart modern—colorful table board. Has Anti Tilt device — and always shows last coin played.

GIVE THE PLAYERS ON YOUR LOCATIONS A NEW TREAT and make some real fast money with "LIGHTNING."

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO

PACIFIC COAST DISTRIBUTORS

A full and complete line of merchandise for Digger Machine is carried in stock for the convenience of Digger machine operators at below addresses of Digger Distributors.

WESTERN EXHIBIT COMPANY
830 West Tenth St.
Los Angeles, Calif.
Digger Machines & Merchandise Only for Southern California

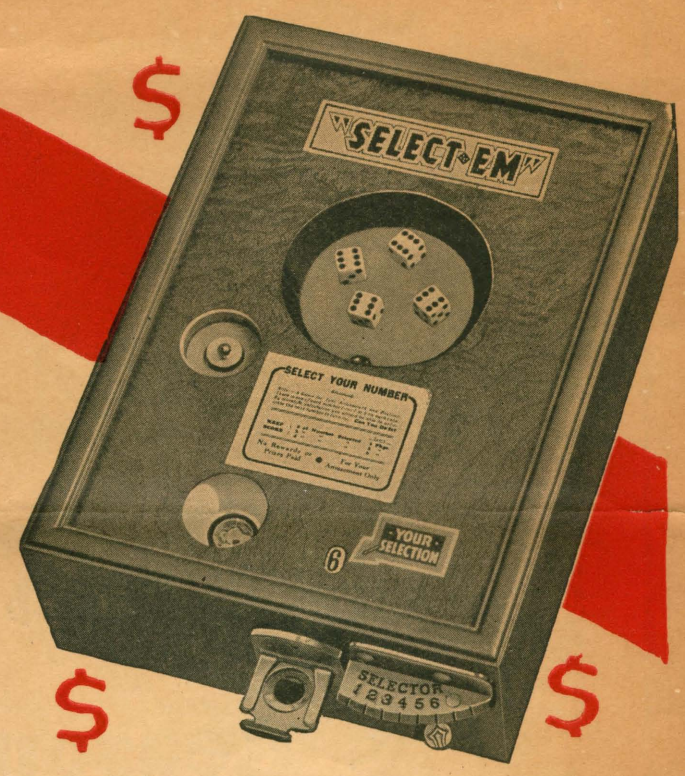
AL GUSTAFSON
122 Elliot Avenue, West
Seattle, Wash.
Digger Machines & Lightning

NOVELTY IMPORTING COMPANY
36-40 Steuart St.
San Francisco, Calif.
Digger Machines & Lightning for Northern California

GANS COMPANY -- P. O. Box 365, 400 So. Boylston, Los Angeles, California
Lightning Distributor for Southern California

SEE YOUR NEAREST DISTRIBUTOR

SENSATIONAL MONEY MAKERS



"SELECT-EM" OVER 2000 IN CHICAGO ALONE

NOTHING LIKE IT since Coin Machines were invented for the counter. It's a real new dice game that let's player select his own lucky number to win. Plays Pennies—Nickels—Dimes and Quarters—through same slot—and shows last coin played—SEE IT AT OUR DISTRIBUTOR.

"SWEET SALLY" SWEETHEART OF ALL GAMES

Here's another big Counter Game hit—"SWEET SALLY"—the greatest little gold digger that ever came along. You're missing big money if you haven't got SWEET SALLYS hustling for you right now. Provided with double-faced disc to sell cigarettes—or a display of beautiful girls on reverse side for straight payout.

"The BOOSTER"

HERE'S PEP—PAYS—and PLAYS—Three machines in one. Always popular everywhere. Can be had with 3 different sets of dice—the "AD-EM-UP"—Sales Stimulators and the famous Bell and Fruit characters—provided with corresponding reward cards. SEE IT AT OUR DISTRIBUTOR.

Hold Everything!

HERE COMES THE

MARBLE PARADE

TODAY'S MOST FASCINATING AND FINEST CONSTRUCTED GAME

GET IN LINE NOW FOR TREMENDOUS PROFITS

Reasons Why Marble Parade Will Be Your Most Profitable Game:

- Positively the most beautiful game ever offered to the operator.
- Most ideal-sized game for all types of location.
- A new location is gained by merely showing and demonstrating game to the merchant.
- The player-appeal and beauty of game makes it a permanent profit-sharing fixture in any location.
- Mechanical features of game tested and proven over an extended period make service calls unheard of.
- Schedule of skill awards has been proven to a minimum of variation.
- Entirely new feature for replacing marbles without removing glass.
- The public acclaim of this game on location has surpassed all competition.

PATENTS PENDING

SPECIFICATIONS

Cabinets

- Size 22½ inches by 48 inches.
- Made 100 per cent of the best hardwoods.
- Black walnut and curly maple inlaid sides.
- Maple top rails and cash-box door.
- Beautifully finished playfield of special construction to eliminate warping.
- Legs made of birch and fastened in the strongest manner with detachable bolts different and better than any game on the market.
- Entire game finished in a harmonious color combination with best of lacquers and finest of workmanship.

HARDWARE

- Latest type, cheat-proof A. B. T. coin chute.
- Especially constructed, two-bearing oiless plunger.
- Everlasting and trouble-proof fibre elevator.
- Positive working anti-tilting device.
- Sturdy leg adjusters equipped with lock nuts.
- All metal parts on game made interchangeable.
- All exposed metal parts chromium plated.

Another Creation by one of the first pin game manufacturers on the west coast

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In California

G. R. Pettijohn of the Pacific Amusement Manufacturing company has been transferred to Chicago from the Los Angeles plant to handle the production activity there.

Information arrives on the coast that Irving Bromberg is meeting with tremendous success in promoting the sale of Contact in New York City.

Operators from all over Southern California flooded in to Los Angeles May 14 for the opening of the A. M. Amusement company in their new factory at 1228 South Olive. And they were well rewarded, too. Bud Leiberman and William Nathanson had turkey sandwiches, salads, pickles, olives, beer and what not on hand for the boys.

Al Gustafson has been spending considerable time in the San Francisco district.

Under the name of the Yuba-Sutter Social club, G. E. Wilcoxon, L. Boone and C. Herman have established a recreational and amusement center in Marysville. A number of coin operated amusement machines have been installed.

A new cigarette vending machine will soon make its appearance on the market. The new factory in Hollywood is now installing dies and machinery to turn out the machine and expect to be ready with deliveries in about 60 days.

Sam Tessler and George Bates have opened a shop in San Francisco to rebuild machines. Six mechanics are on duty at the new plant.

Fred Reilly of the Eric Wedemeyer office in Los Angeles spent a week at Catalina island during the month and installed eight Merchantman machines. All are doing very well with the vacationists on the island.

G. G. Williamson, pioneer San Francisco operator, gets a salute for operating several hundred machines in the bay district.

Mack Mohr has returned to Los Angeles from Chicago where he went to confer with David C. Rock-Ola over World's Series shipments to the coast.

Irving Rubin, Los Angeles operator, left the past month for New York City.

No one can say operating does not pay if they have noticed the Kozinsky Brothers riding about Los Angeles in a brand new Cadillac V-8 sedan and a beautiful blue color, too.

Mr. J. Frank Myer, president of the Exhibit Supply Co., Chicago, has left for Chicago after spending the winter on the Pacific coast.

Fred Johnson is preparing to open a large bowling alley and amusement arcade on the beach at Santa Cruz this summer. A complete line of coin-operated machines is planned for the spot.

R. Z. Greene, of the Rowe Service Co., New York, spent some time the past month in Los Angeles and the coast territory.

An experiment is being conducted in the San Joaquin valley by J. A. Minassian near Cutler in Tulare county as to whether or not pistachio nuts can be raised successfully in this climate.

A patent covering a vending machine to vend various types of merchandise was granted Thomas C. Martin and Walter D. Woodworth in Los Angeles this month and was assigned to the Accurate Vending Corporation, Los Angeles.

A new operation of automatic cigarette machines has just been established in the Oakland district by the Mapes Cigarette Service Company.

"Hit Me" Is New Arrival

LOS ANGELES—P. H. Koolish, local branch manager of the Pierce Tool and Mfg. Co., Chicago, announces the receipt of the new HIT ME machine. When shown to local jobbers the machine was received with enthusiasm and all of them were unanimous in acclaiming the machine one of the big hits of the year.

The comments were particularly favorable in regards to the feature of the machine which prevents the opening of the second and third shutters before shutter No. 1 is opened, and prevents the opening of shutter No. 3 before No. 2 is opened. The claim is made that this will avoid a lot of arguments between dealer and customer.

The Pierce factory is now in full production on HIT ME and orders are being shipped as received.

Baby Born to Utah Operator

PROVO, Utah—Mr. and Mrs. M. D. Close were made the proud parents of a seven-pound baby boy the past month.

Mr. Close is the owner of the M. D. Close Novelty Company and is prominent in coin machine circles in Utah.

Murphy—"What's that in your pocket?"

Pat (in whisper)—"Dynamite. I'm waiting for Casey. Every time he meets me he slaps me on the chest and breaks me pipe. Next time he does it, he'll blow his hand off."

Gerber-Glass Have No Glass

CHICAGO—When Paul Gerber and Max Glass formed a partnership to handle the states of Illinois and Michigan on CONTACT, little did they think what trouble their names would bring.

The pair opened an office and put out a beautiful sign announcing to the world that the Gerber-Glass Distributing Co. was open for business. The first week brought hundreds of calls asking for quotations on glass.

Result: One week later another sign painter was called and now the firm is known to all as the Gerber and Glass Distributing Co.

In Portland

World's Series games have temporarily demoralized the pin game business here in Portland as every location is practically demanding them and every operator is doing his best to supply the demand until they are almost as common as flies with the play on individual games becoming smaller and smaller. One company is understood to have ordered 200 of these games.

Mr. Jack Moore of Frisco was in town last week full of enthusiasm about the SPORTSMAN, Jennings payout table, but in this city at least, the license department will not license them and that means that they will not be operated.

There's always something new in the operating game and now we have in Portland one or two operators who are trying to BUY certain good locations, for instance if there are two or more operators IN a location these "birds" are going to the merchant and offering him a stated sum of money, usually $50.00, to allow them to have the location 100 per cent. Naturally, you cannot blame the merchant if he is assured he will have at all times the latest and best equipment, but it does seem that operators would use better business ethics and come to believe more in a live and let live policy. After all, what is the difference between BUYING a spot and offering a larger percentage of the net profits?

All counter devices are HOT here now and I doubt if there are five of them being operated here at present. Election year no doubt has something to do with this situation.

End your correspondence to advertisers by mentioning THE REVIEW.

Co-operation Need for Operating Success

NEW YOR—The following talk by Louis Goldberg, secretary of the Bronx office of the Amalgamated Vending Machine Operators' Association of New York City, was delivered recently at a meeting of the Association:

"The practice of forming associations of persons whose interests are in some respects similar is as old as civilization. Whether their identities of interest were religious, political, cultural or economic, they found that by organizing they could preserve and promote those interests far better than they could do so individually.

"In the industrial world we have seen the disastrous effects of a workingman competing with his kind. The same is true of persons and firms engaged in business, large or small, competing with others engaged in the same lines. This brought about the successful operations of trade unions, followed by the formation of manufacturers' associations, employers' associations and organizations of retailers of various lines.

"The present National Administration, in its noble and heroic efforts to readjust the business structure of the country so as to minimize unemployment and restore a measure of well-being to all the people, has found it necessary to deal with groups of persons engaged in the same industry. Hence, every business man today is association-minded."

"The amusement-machine operator is beset by certain difficulties peculiar to his trade. He is not engaged in the purchase and sale of merchandise at a profit. His investment is not confined within the four walls of a store where he can exert constant supervision over it. His machines are distributed in various places of business. Unscrupulous competitors have access to them and can easily cause their owner serious loss of income or even loss of property.

"The operator's immediate customers, the location owners, are known to all other people engaged in the same business. If open competition should prevail, the operators would find themselves in the position of the proverbial Kilkenny cats; they would eat each other up."

"The operator is serving the community with a moderately priced form of innocent amusement. Favored by the many millions of people who find pleasant recreation in the use of the machines, the operator is occasionally harassed by the type of folks whose main pleasure in life is the interference with other people's pleasures."

"The operator has struggled through the disheartening era of competition and and has finally survived by virtue of co-operation. An operator cannot possibly exist without a thorough understanding with his fellow operators, and that can only be accomplished through a strong and well-managed association of operators."

You can keep this publication coming to you each month by patronizing our advertisers and mentioning THE REVIEW in buying from them.

In the NORTHWEST

Things still remain at a standstill in Seattle as this issue goes to press although it is rumored that slots will again be in evidence within a few weeks. Over in Spokane the machines are in operation and most of eastern Washington is more or less open.

A bill is now before the House of Parliament in Ottawa, Canada, which will license slot machines through the Canadian dominion. At the last report the bill was in committee.

Charles Snyder, representing the Mills Novelty Company, has been making one of his periodic visits with operators throughout this territory.

Miss Ruth Cohn, one of the few woman operators in the country, reports the operation of digger type machines very satisfactory at the present.

Fred McKee is doing a successful business in the distribution of slots through the Pacific Northwest.

On Victoria Island things are as gloomy as ever and there seems little hope for a revival of interest in this section for months to come.

Al Gustafson spent several days the past month in the Northwest doing detail work for the Exhibit Supply Company of Chicago.

Five foot tables will never die in Seattle. The city is pretty well covered with the giant money makers and all of the operators report excellent profits from the operation of the big boys.

Charles McKee, Seattle operator, now has 22 Iron Claw machines and several pin games operating.

New Catapult Principal Used For First Time

CHICAGO.—Mr. A. S. Douglis, president of the G. B. Daval Co., Inc., 16 North May Street, announces that they now have a catapult principle which automatically shoots the ball up the board into a mystery score pocket. This feature is stated to be one of the most intriguing which has ever been placed on any pin game.

Another new feature of the American Beauty is the Ball-O-Meter which is a registering ball counter and lets the player know just how many balls he has used as well as how many he still has left to shoot. This registering Ball-O-Meter works with the clicking action of an electric clock and is stated to be one of the greatest improvements in this type of ball counter which has ever been placed on any game.

A large, senior model of the game will also be manufactured by the firm and it is said by the engineers at the plant that the larger model will greatly enhance the play in general. Every new feature will also be incorporated into the larger model and the belief is that these new features will prove even more attractive on the larger board.

Lighthouse Is New Pin Game

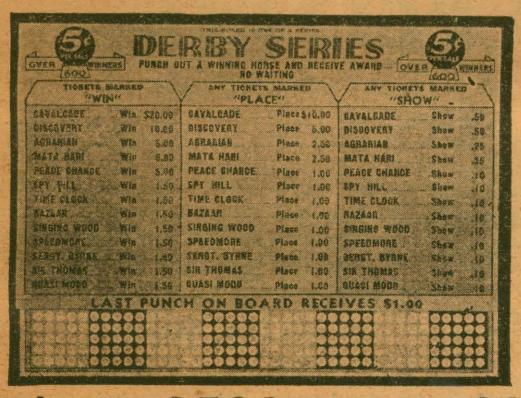
BROOKLYN — The Scientific Machine Corporation announces its entry into the coin machine manufacturing field with its introduction of Lighthouse, a new game possessive of highly competitive play features.

The machine has been tested on several locations and as a result the factory is stepping up production to take care of the volume of business pouring in.

"I don't think my wife understands me. Does yours?"

"I don't think so. I never even heard her mention your name."

A SERIES DEAL WITH A REAL PUNCH!



Let the boys punch for horses instead of numbers. A new series that is beating all records for fast play. A nickel ticket can win $20. Better than betting at the tracks. Thick boards and largest series ticket on the market. Each ticket a horse's name.

50-200 Derby Series
Price $24.00 Net
Plus 10% U. S. Tax

Take In $500 Payout $228.50 Profit $271.50

Branch Offices and Warehouses

44 N. Fourth St., PHILADELPHIA, PA.
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GARDNER & CO.
2309 Archer Ave., Chicago, Illinois

WATCH

FOR ANNOUNCEMENT OF NEW 4-FOOT GAME WITH 1-INCH MARBLES BY

D. Gottlieb & Co.

FIRST SHOWING
MONDAY
JUNE 11th

OPERATOR CONDEMNS UNFAIR NEWS STORIES

NEW YORK—Joseph Fishman, executive director of the Amalgamated New York Vending Machine Operators' Association, and one of the best known operators in the New York area, delivered the following address at a recent banquet of the Association:

"The pin-machine business is a decent business. Nobody needs to be ashamed to be in it. For years it has been the fashion to attack it. The operators have talked about pin machines as though they were ashamed of them. Newspapers have jumped on the pin-machine operator, and politicians have backed up these newspapers more or less for their own publicity reasons."

"Why should the newspapers jump on the pin-machine business any more than the baseball business? Pin machines are real amusement. They are games of skill. They are not gambling devices, nor are they intended to take the pennies of youngsters unfairly. Everybody knows that men can bet on a baseball game. And men may likewise bet on a pin machine. That does not make baseball a gambling instrument to be suppressed by law, nor should it make the pin machine a device to be destroyed by excited journalism."

"An attempt has been made to have the people of the Bronx look upon pin-machine operators as men who would willingly hurt children just for a few pennies in profit. Your association is composed of men who are social in their viewpoint. They will not deliberately cause the public harm in any fashion. The machines they operate are for the amusement of the general public. It will take some time before the newspapers as a group and the political leaders as a group make a distinction between games in themselves and the sporting or betting frame of mind that men sometimes bring to these games."

"Nobody on earth can ever stop such action. It is part of human nature. We simply provide amusement and recreation with an opportunity to demonstrate skill, and we do that openly and legally. We must give tone to our industry. None of us want to be the operator of a machine which is looked upon as dangerous for the children or the grownups. None of us want to be pointed out as a man who earns money by doing things which are injurious to the public as a whole. We won't put ourselves in that class. We have been decent, legitimate citizens operating a decent, legitimate business."

"The biggest job of this association is to make everyone realize that we are a recognized industry. That we have a right to be proud of our business and a right to endeavor to do whatever other business men can do to make that business profitable and dignified."

Mention THE REVIEW every time you buy equipment advertised. It only takes a minute and it will keep this publication coming to you regularly.

WATCH

FOR ANNOUNCEMENT OF NEW 4-FOOT GAME WITH 1-INCH MARBLES BY

D. Gottlieb & Co.

FIRST SHOWING

MONDAY JUNE 11th

Endorses Our Fine Weather

"I always laughed when they talked about the 'unusual weather' of California in the east, but it really is true—its remarkably unusual." So thinks Mrs. Bud Leiberman, a new arrival on the west coast.

Mrs. Leiberman hopped a train in New York recently and was here in a few days to join her husband who has purchased a half interest in the A. M. Amusement Co.

Bally Makes Senior Table

CHICAGO.—Bally Manufacturing company will soon release complete details on a new machine in the popular "senior" model size—considerably larger than the standard pin table and specially designed for higher grade locations.

The new "senior" machine is called FLEET and embodies many new and unusual features. Two features in particular are claimed to be entirely new departures in pin-game construction. One of these is a new type Automatic Progressive Score Device, which makes possible the progression of six ball at one time. New type hazards must be overcome in the right order to operate the Progressive Score Device. The other outstanding feature of FLEET is a device known as the Retriever, which enables the player to retrieve or recover all or part of the "lost" balls. Considerable skill is required to recover the "lost" balls, and the device is claimed to have uncanny power of attracting repeat play.

FLEET is described as a deluxe type construction throughout and it will be listed in the higher price range.

G. B. Daval Busy Plant

CHICAGO.—Five engineers and their assistants operate a laboratory for the creation of new amusement machines in the G. B. Daval company plant at 16 North May street. These engineers constantly improve the going machines and create new ones as well. In this department a visitor finds a group of men who are so absorbed in their efforts they seem oblivious to their surroundings.

The G. B. Daval plant occupies two floors of a large 3-story building and every inch of space available is used. The plant can easily turn out two hundred machines daily and plans are being rushed to boost this to the 300 figure.

According to Eddy Ginsburg the new model of the American Beauty is growing rapidly in favor despite its unusual run.

The organization is composed of well-known amusement machine men. A. S. Douglis, Dave Helfinbein, William J. Shafran, Eddie Ginsburg and M. A. Ginsburg are the men behind the company.

UNIQUE RECORD OF 14 CONSECUTIVE HITS

CHICAGO—Genco, Inc., internationally known manufacturers of coin machines, have established the unique record of 14 consecutive hit games. The games are as well known throughout Europe and Asia as they are in the United States.

At this time the European market is using the Silver Cup and the Pontiac junior and senior games in large quantities. More than a thousand of these games per month are sent to the Genco representative in Europe.

The Asiatic market also prefer the Silver Cup and the Pontiac games because of their unique player appeal and their Totalizer action. Both these games are familiar to the American operators and were the sensations of their time.

The all-gold decorated Pontiac senior model is still one of the greatest money-makers in the United States and is proving itself to be even a greater money-maker over there.

This record of 14 consecutive hits is said to be the greatest ever established by any firm in the coin machine industry and some of the first games made by the company, such as the Jiggers, are still on location in many parts of the country.

The REVIEW Reaches Paris

Copies of THE REVIEW are now being mailed each month to the La Publicite Sous Toutes Ses Formes in Paris, France, at the request of French operators.

During the past month R. Godin, Paris, wrote THE REVIEW that the automatic coin machine industry is just starting in France and will undoubtedly soon develop as it has in the United States.

Mr. Godin is starting a coin machine journal in Paris and has asked permission to reprint parts of THE REVIEW that might be of interest to French operators.

S. F. Operator On Feet Again

SAN FRANCISCO—Operators here and in northern California are happy to learn that A. J. (Tony) Compagno of the Golden West Sales Company, is again able to be up and around.

His friends wish for him a speedy recovery.

Group Form Operator Code

LOS ANGELES—In an endeavor to establish a fair competition code among the various operating groups in Los Angeles, the California Amusement Machine Operators Association has held a series of meetings the past month at which such a code was discussed.

Purpose of such a code would be to do away with renting pin games and establish a 50 per cent commission sharing basis for operators.

To make the arrangement effective the various operators would be required to join the association. First offense would be punishable by a fine of $25 if found guilty, second offense a fine of $50, and third offense would mean expulsion from the membership.

Judge OK's Machine Wrecking

SALEM, Oregon.—A decision by Justice Bean reversed the Multnomah County Circuit Court in the case brought by R. H. Enloe of Portland, against the Portland police department, by deciding the city had the right to seize and destroy slot machines that were found in use within the city.

Usher (to cold, dignified lady): "Are you a friend of the groom?"

The Lady: "Indeed, no, I'm the bride's mother."

PAN'S

Hard Shell and Extra Hard Shell

CANDIES

Made Especially for

VENDING MACHINES and DIGGERS

What we do is to use more sugar and less of the moisture absorbing ingredients. In addition we work the candy batch approximately two and three days longer, thereby "stiffening" it. The cost of candies made under the Hard Shell Process is but slightly above the cost of ordinary or "soft shell" candies.

Hard Shell

Butterscotch Peanuts
Smooth Burnt Peanuts
Mint Pellets
Mint Patties
Black and White Licorice Nibs
Fruit Dibs
Boston Baked Beans
Rainbow Peanuts
Radiant Mixture

Extra Hard Shell

Boston Baked Beans
Rainbow Peanuts
Fruit Dibs
Lime Drops
Lemon Drops
Orange Drops
Mint Patties
Dainty Cup Eggs

— ALSO —

BREATH PELLETS

Seven Different Varieties and Flavors

Ask Any Candyman About PAN'S Reputation for Quality

Represented by

GEORGE A. KIEPE & SONS,
2611 WEST ADAMS GARDENS,
LOS ANGELES, CALIF.

J. M. ROTHSCHILD CO.
24 WEST CONNECTICUT ST.
SEATTLE, WASH.

We ship to all large Pacific Coast points in pool cars which originate in Chicago, giving you the benefit of Carload Freight Rates.

Write to Our Representatives for Prices
or Direct to Our Factory for Samples

PAN CONFECTION FACTORY

(National Candy Co., Inc.)

347 W. Erie Street Chicago, Illinois

TRADE TOPICS

Comments on Timely Subjects

— by —

P. W. BLACKFORD

Some day some operator is going to crawl out of the used machines haze and fit himself up in a business that will net him a substantial profit and provide him with an opportunity to make more out of his old machines than he could possibly get by trading them in.

And that business is renting out amusement tables and slot machines to private individuals for parties, social functions, club gatherings, etc.

The dailies are filled with announcements of get togethers, the social page carries a list of parties, etc. An operator could get up an attractive circular letter, embellished with a picture of a machine or two ,and send to the person in charge of these functions and offer them some amusement machines at a nominal rental fee. His old machines could be polished up and refinished and used for such rentals. A government reply envelope could be enclosed so as to make it as easy as possible for the person to reply.

During the past six months I have attended a great number of private parties and social gatherings where pin games and slot machines would provide something new and different in the way of entertainment for those who do not desire to play cards or dance all evening.

One or two operators in Los Angeles are making a play for this business but the field is big and several dozen could make a tidy sum out of such rentals.

There are two ways on which this play could be operated. The machines could be rented out at so much per machine per night or, if the party is a large one, the operator could make a percentage arrangement with the individual. Sometime ago THE REVIEW carried a story on how several Hollywood celebrities were using slot machines for such parties and their percentage off of the take of the machines in most cases covered the net on the parties. This was an absolute fact and this could be used in selling the idea to the host or hostess.

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World's Series
From Kansas' only Exclusive Jobber.
We are located in the exact center of the United States.
$37.50
f. o. b. Wichita
M. T. DANIELS
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Several Amplified Automatic 5c Electrumuse Phonographs
Cost New $1,260 Each — Will Sacrifice — Sell in Lot or Separate — Terms, If Necessary, to Suit
Southern Piano Company
44 North Raymond Ave. Pasadena, Calif.

Pin Games For Charity

SEATTLE — Western Distributors, Inc., of Seattle, Washington, found they had a considerable number of good used pin games on hand for which there was no market. During the past two months they have destroyed more than fifty games to relieve the congestion and take them out of circulation, but hesitated to continue the slaughter. It was finally decided to take the matter up with the Children's Orthopedic Hospital.

It was learned the hospital would be glad to receive the machines and the first consignment was soon made ready and delivered. Coin chutes were removed and in their place handy wooden plungers were substituted so the games could be played without coins. The cabinets were cleaned and all working parts put in good condition. A number of Seattle operators voluntarily contributed machines to swell the list. "A pin game for every ward" was the slogan and they were soon provided.

It is believed this donation will serve two purposes. First it will remove useless games from circulation and in the second place create a more kindly feeling toward the machines than now exists in many quarters among supporters of juvenile institutions.

Superior Leads Portland Mfrs.

PORTLAND—Manufacturing of pin games has taken on the proportion of being a real business in Portland with the Superior Amusement company now going full blast turning out their new K. O. five foot game.

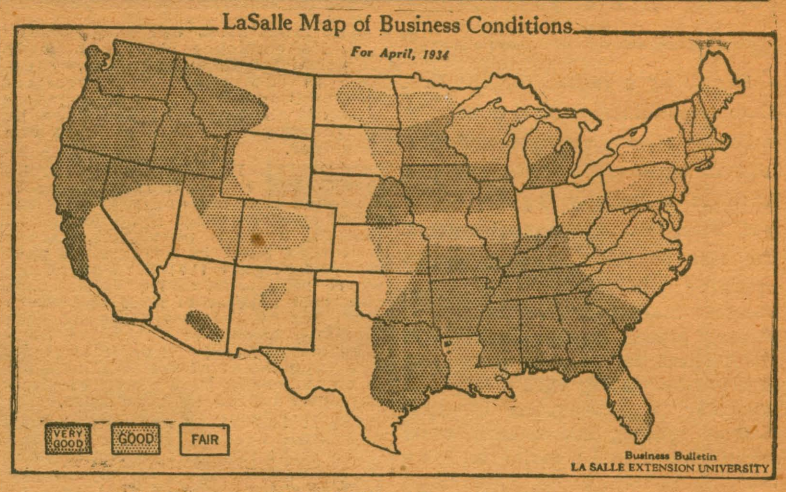
The machine is a masterpiece and is the finest the firm has ever built. Speaking of the machine Joe Hern, manager of the firm said: "K. O. represents an accomplishment in manufacturing. This game possesses a thrill second to none, and into it we have built the very finest material and equipment possible."

The firm has its own wood working shop in connection with its factory over-looking the Willamette river.

First Eskimo—"Goin' south this winter, Tallowfingers?"

Tallowfingers—"Ye-up, I've decided to go down to Iceland."

The Trend of the Times

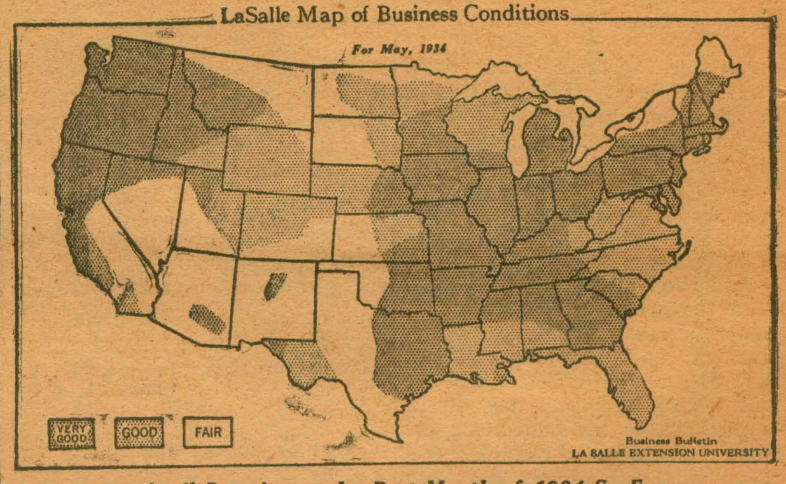


First Quarter of 1934 Has Been Most Encouraging

Map Supplied by BUSINESS BULLETIN Division of LaSalle Extension University

March has been the best month since last summer, and unless strikes interfere, April will be fully as good.

Our "Very Good" areas have broadened until the Northwestern area now extends over western Montana, Idaho, northern Utah, and Nevada. The Middle-West area has extended into Iowa, southern Minnesota, northern Illinois, and southern Michigan. The Southern area has extended to central and western Kentucky and western and southern South Carolina. Louisiana, while not quite so active, is still "Good."



April Promises to be Best Month of 1934 So Far

Map Supplied by BUSINESS BULLETIN Division of LaSalle Extension University

April records of retail sales, automobile and general manufacturing, steel, railway equipment, and building activity indicate better than March records. The "Very Good" area in our map at last covers the entire Middle West including all Ohio, Indiana, Michigan, and Illinois. Pennsylvania, Maryland, New Jersey, New York, and all New England are also now in the "Very Good" area.

There has been a slight recession from "Very Good" to "Good" in southern Mississippi and Alabama and Florida. New "Good" areas are indicated in Nebraska and Wyoming.

"VIRGIN TERRITORY"

By EINAR WILSLEV

When travelling in the country it certainly pays to leave the beaten path and explore the by-ways and back country. Tourists will find interesting scenery unspoiled by road signs, hamburger stands and the like. Sportsmen will find better hunting and fishing, salesmen will find friendly buyers who are ready to listen to their stories and ready to buy, and coin machine operators will find a real virgin territory where they can place some of their older equipment to good advantage. One young man who recently started up in the pin game business, purchased quite a large number of games like the Mills Officials, Broadcasts, and similar games. He purchases these games at very reasonable prices and had "Virgin Territory" in mind. He is fond of the great outdoors and found coin operated machines his opportunity for combining business with pleasure. He reports placing pin games in out-of-the-way places where no one yet played such a device and the other day told of one Mills Official that took in $131.00 in three weeks with only one-third paid out for rewards. This operator finds very little competition in his territory and is giving the location only 40 per cent commission. Most of his equipment is operated in towns of from one to five thousand population and he does not mind driving a great many miles to get to these places because he finds the location owners very friendly and honest and his equipment yields good profits. He covers the territory once every three weeks and always returns to the city with a number of heavy money bags.

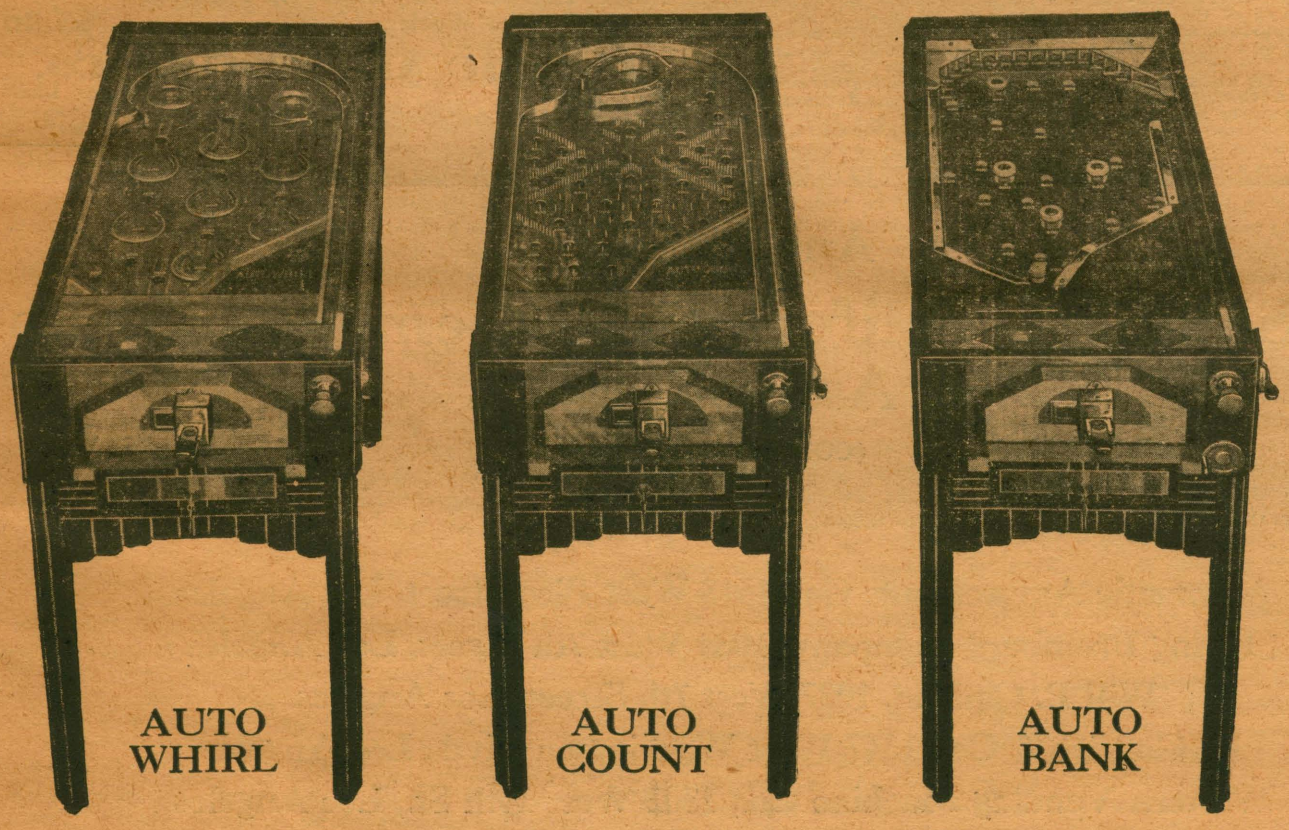
Summer is coming and many operators should get into the "wide open spaces" where opportunity awaits them.

Fishmouth—"Bumstead had an epidermatoid growth removed today."

Flatfoot—"Poor fellow! Was it serious?"

Fishmouth — "No—only a haircut."

A Blessed Event for Operators---Three Twins



— by —
A.B.T.

Autocount
Autowhirl
Autobank

The World's Finest Pin Tables

For Choice Locations

Totals Each Score

Prints Complete Record of All Receipts and Disbursements

All Playing Fields Interchangeable

Visible Coin Detectors
Marble Game Supplies

WRITE FOR FULL DETAILS AND INFORMATION
PAUL LAYMON
Pacific Coast Representative
1318 So. Hope St. Los Angeles, Calif.

A.B.T. Coin Chutes
Insist Upon Them on Your Games

In San Francisco

Becoming a father for the first time undoubtedly fills a man with renewed vision, courage and ambition. No sooner did his wife give birth to a healthy 8-pound baby girl, than Mr. D. Emanuel entered the coin machine industry as an operator of strictly legitimate vending machines. Emanuel has already placed several machines in the largest department stores. He is now negotiating with a large oil company regarding the installation of vending machines in their service stations. A string of 1,000 units is contemplated. Good luck and congratulations to Mr. Emanuel!

* * *

A frequent visitor to San Francisco is Mr. H. J. Coenen from Corning, whose son attends the University of California. Mr. Coenen is a very successful operator and is always full of enthusiasm and new ideas.

* * *

Another operator who often comes to the city is Edgar McNeil of Stockton. McNeil operates in partnership with his son and they are known as the Kenga Sales Company. They operate over a very large territory and say that business is good.

* * *

Sam Kingston should be awarded a medal for keeping his machines clean and in perfect mechanical condition at all times. Sam has a very complete tool kit and makes frequent use of it. When making his collections, he never fails to clean the glass and make whatever repairs that will improve the condition of the machine. We watched Sam change the pins in a pin game and other operators would do well in copying his methods. When removing a pin, Sam fills up the hole with a toothpick or match wood and colors the fill with a crayon so that even a Sherlock Holmes would be unable to detect the removal of a pin. A full set of colored crayons is a part of Sam's tool kit.

Kingston was previously engaged in the radio business and when the miniature golf craze came along, he built and operated one of the largest courses in San Francisco. It was known as the "Twin Falls Course" and covered two entire floors of the old Eighth Street Department Store. The course consisted of 54 holes and was the best decorated course in the city. Last year Sam took a flier at the bicycle business and opened a bicycle-for-rent store on Chestnut street in the Marina district. He did a land office business as long as the bicycle craze lasted. However, Sam is now a 100 per cent pin game operator and says that the next "craze" will have to get along without him. He feels certain that the pin game business is going to be a permanent one.

Fey Features New 1935 Models

SAN FRANCISCO—H. R. Maser, sales manager for the Charles Fey Mfg. Co., announced this week that they are now ready to supply the 1935 models of Pace Comet balls and venders.

The new models embrace all the latest refinements in bells and venders. The bell machine is supplied with a new modernistic head and a dial that turns on fourth click. It is completely silent and has the largest display of any jack-pot built, it is claimed.

The new Pace vender is a beauty. It vends ball gum on penny play and mints on nickel play.

The Fey Mfg. Co. reports a heavy advance sale on these two new machines.

Mention THE REVIEW every time you buy equipment advertised. It only takes a minute and it will keep this publication coming to you regularly.

Official Coin Machine Code

(Continued from Our May Issue)

6. No employee shall knowingly be permitted to work in the aggregate in excess of the above-prescribed number of hours irrespective of whether such employee be on the pay roll of more than one employer.

GENERAL LABOR PROVISIONS

SECTION 1. (a) It is understood, however, that old and partially disabled employees are not included in the above wage provisions, except that they shall in no case be paid less than eighty (80) per cent of the above minimums and provided that the total number of such employees shall not exceed two (2) employees in plants having less than one hundred (100) employees, nor more than two (2) percent of the total number of employees in such plants employing one hundred (100) or more.

(b) It is further understood that watchmen are not included in the labor provisions of this Article, except that they shall in no case be paid less than eighty (80) percent of the minimum wages herein specified and in no case shall they be permitted to work longer than fifty-six (56) hours in any one week unless they are paid time and one-half for any hours in excess of fifty-six (56) hours per week.

SEC. 2. Employers shall not reclassify employees, or duties, or occupations of employees nor engage in any other subterfuge, so as to defeat the purposes of this Act.

SEC. 3. Complete copies of this Code shall be posted in conspicuous places accessible to all employees.

ARTICLE IV—ORGANIZATION, POWERS, AND DUTIES OF THE CODE AUTHORITY

SECTION 1. A Code Authority is hereby constituted to cooperate with the Administrator in the administration of this Code.

SEC. 2. The Code Authority shall consist of not less than five or more than seven members, to be elected by the members of the Industry who assent to by compliance with the requirements of this Code, and who assume their reasonable share of the expenses of the administration as hereinafter set forth, the method of election and voting to be determined by the Code Committee of the National Association of Coin Operated Machine Manufacturers, subject to the approval of the Administrator, and in addition thereto, there may be from one to three representatives to be appointed by the Administrator. The representatives who may be appointed by the Administrator shall be without vote and together with the Administrator shall be given natice of and may sit at all meetings of the Code Outhority.

SEC. 3. The National Association of Coin Operated Machine Manufacturers may be designated as the agency under the Code Authority for administering provisions of this Code.

SEC. 4. The National Association of Coin Operated Machine Manufacturers and-or other associations directly or indirectly participating in the selection or activities of the Code Authority shall (1) impose no inequitable restrictions on membership, and (2) submit to the Administrator true copies of its articles of association, by-laws, regulations, and any amendments when made thereto, together with such other information as to membership, organization, and activities as the Administrator may deem necessary to effectuate the purposes of the Act.

SEC. 5. In order that the Code Authority shall at all times be truly representative of the Industry and in other respects comply with the provisions of the Act, the Administrator may provide such hearings as he may deem proper; and thereafter if he shall find that the Code Authority is not truly representative or does not in other respects comply with the provisions of the Act, may require an appropriate modification in the method of selection of the Code Authority.

POWERS AND DUTIES

SEC. 6. The Code Authority shall have the following powers and duties to the extent permitted by the Act. Any action taken by the Code Authority or its delegated agents relative to the approval of the Administrator, may, in the discretion of the Code Authority, be submitted to the Administrator for approval and in any case shall be subject to the disapproval of the Administrator.

(a) To adopt bylaws and rules and regulations for its procedure and for the administration and enforcement of the Code in accordance with the powers herein granted, except that a majority of the voting members shall be required for a quorum and a vote of a like number shall be required to make effective any formal action by the Code Authority. The Code Authority shall submit its bylaws and rules and regulations for procedure, administration, and enforcement to the Administrator for his approval, together with true copies of any amendments or additions when made thereto, minutes of meetings when held, and such other information as to its activities as the Administrator may deem necessary to effect the purposes of the Act.

(b) To obtain from members of the Industry as soon as the necessary readjustments within the Industry can be made, reports based on periods of one, two, or four weeks, or multiples thereof, for use of the Code Authority and the Administrator in the administration and enforcement of the Code, and for the information of the President, and to give assistance to members of the Industry in improving methods, or in prescribing a uniform system of accounting and reporting. All individual reports shall be kept confidential and only general summaries thereof may be published.

(c) To receive complaints of violations of this Code, make investigations thereof, provide hearings thereon and adjust such complaints, and bring to the attention of the Administrator for prosecution, recommendations and information relative to unadjusted violations.

(d) To secure an equitable and proportionate payment of the expenses of maintaining the Code Authority and its activities from those members of the Industry who accept the benefits of the activities of the Code Authority and indicate their desire to participate in this Code and their assent to the provisions thereof and to the payment of their reasonable share of the expenses of the administration of the Code as hereinafter set forth.

(e) In the event of dispute arising as to the rights under this Code, any member shall have the right to appeal to the Code Authority, and the decision of said Code Authority on said appeal shall be final, subject only to appeal to the President or his duly authorized representative.

SEC. 7. In addition to the information required to be submitted to the Code Authority, there shall be furnished to government agencies such statistical information as the Administrator may deem necessary for the purposes recited in Section 3 (a) of the Act.

SEC. 8. Each member of the Industry participating in and sharing the benefits of the Code and assenting to liability for his share of the cost of administering shall pay to the Code Authority or to the agent duly established by the Code Authority his reasonable share of the expenses of the Code administration, such reasonable share of said expenses to be determined by the Code Authority subject to review by the Administrator on the basis of volume of business and-or such other factors as may be just and equitable.

Sec. 9. Nothing contained in this Code shall constitute the members of the Code Authority partners for any purpose. Nor shall any member of the Code Authority be liable in any manner to anyone for any act of any other member, officer, agent, or employee of the Code Authority exercising reasonable diligence in the conduct of his duties hereunder, nor be liable to anyone for any action or omission to act under the Code, except for his own wilful misfeasance or nonfeasance.

ARTICLE V

SEC. 1. Every employer shall use a cost-accounting system which will conform to the principles of and is at least as detailed and complete as the uniform and standard method of cost accounting to be prescribed by the Code Authority subject to the approval of the Administrator. The Code Authority shall specify those items of cost determined pursuant to this Article hereof which shall be included in allowable cost.

SEC. 2. (a) No manufacturer of the Industry shall sell any product of the Industry at a price below his own individual cost. Provided, that this shall not apply to merchandise vending machines sold, leased, or supplied by a manufacturer for the sole purpose of vending some commodity on which the manufacturer of the machine is to make a profit. Provided further, that any member of the Industry may meet the price competition of anyone whose costs under this Code provision are lower.

(b) Provided that obsolete patterns, discontinued models or surplus stock may be sold at such prices as are necessary to effect a sale subject to rules as established or modified from time to time by the Code Authority. All such proposed sales must be reported to the Code Authority prior to making the sale. Any sale made under this provision which is made for the purpose of evading paragraph (a) of this Section, is an unfair method of competition.

SEC. 3. No provision of this Code relating to prices and-or terms of selling, shipping, and-or marketing shall apply to expert trade and-or to trade and-or to sales and-or shipments for export trade.

ARTICLE VI

TRADE PRACTICE RULES

For all purposes of the Code the following acts described in this Article shall constitute unfair practices, and any member of the Industry who shall directly or indirectly through any officer, employee, agent or representative, knowingly use, employ or permit to be employed any of such unfair practices shall be guilty of a violation of the Code:

(a) The intentional misrepresentation of the products sold, or the making, or causing or permitting to be made or published, of any false, misleading, or deceptive statements by way of advertisement, invoice, or otherwise, concerning the size, quantity, character, and nature of any coin operated machine or kindred products, bought or sold.

(b) Withholding from, or inserting in any invoice, words or figures which make or tend to make such invoice a false record, wholly or in part, of the transaction represented on the face thereof, and of the secret payment or allowance of rebates, refunds, credits, unearned discounts, whether in the form of money or otherwise.

(c) The making of, or causing or permitting to be made, any false or deceptive statements eith,er written or oral, concerning installations or sales previously made, or the claiming by any manufacturer that equipment actually supplied and installed by others was supplied and installed by him, or the making of any other misleading or deceptive statements.

(d) To imitate or simulate the trade mark, trade name, package, wrapper, or label of a competitor's product to such a degree as to deceive or have a tendency to deceive customers.

(e) Inducing or attempting to induce, by any means or device whatsoever, a breach of contract between a competitor and a customer during the term of such contract.

(f) The copying or imitation of the design or construction of a machine or device containing new or novel features or any material parts thereof, in which the owner or manufacturer has property rights, which can be protected by legal proceedings, by competitors for their own use prior to the end of the year following that in which they were originated.

(g) Securing information from competitors concerning their businesses by false or misleading statements or representations, or by false impersonation of one in authority, and the wrongful use thereof to unduly hinder or stifle the competition of such competitors.

ARTICLE VII

SEC. 1. This Code and all the provisions thereof are expressly made subject to the right of the President ,in accordance with Section 10 (b) of Title I of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval, license, rule, or regulation issued under Title I of said Act.

SEC. 2. This Code, except as to provisions required by the Act, may be modified on the basis of experience or changes in circumstances, such modifications to be based upon application to the Administrator and such notice and hearing as he shall specify, and to become effective on approval by the President.

ARTICLE VIII

If any employer of labor in this Industry is also an employer of labor in any other Industry, the provisions of this Code shall apply to and affect only that part of the business which is a part of the Coin Operated Machine Manufacturing Industry.

ARTICLE IX

No provision of this Code shall be so applied as to permit monopolies or monopolistic practices, or to eliminate, oppress, or discriminate against small enterprises.

ARTICLE X

This Code shall become effective on the tenth day after its approval by the President.

Approved Code No. 228.
Registry No. 1334-01.

Father—"What are you reading, Caroline?"

Caroline—"It's a novel, father—called "The Heart of a Lonesome Girl."

Father—"The usual rubbish, I presume — the name sounds like it."

Caroline—"Yes, dad; it's a book you gave to mother years ago."

First Kangaroo — "Annabelle, where's the baby?"

Second Kangaroo—"My goodness, I've had my pocket picked."

Always mention THE REVIEW in writing our advertisers.

USED PIN TABLES

1 Rocket—New Coin and Payout Mech..... $40.00
2 Masterpiece 5-ft. Tables 25.00
2 20th Century Diggers—Used Only Three Weeks 60.00
1 Mills Official (1-cent) 15.00
1 Mills Extraordinary Slot—On Location Only One Week 65.00

All F.O.B. Boise 1-3 Deposit with Order

PACIFIC AMUSEMENT CO.

P. O. Box 1754 Boise, Idaho

Announcing

The Southern California Amusement Jobbers Association

(COIN OPERATED)

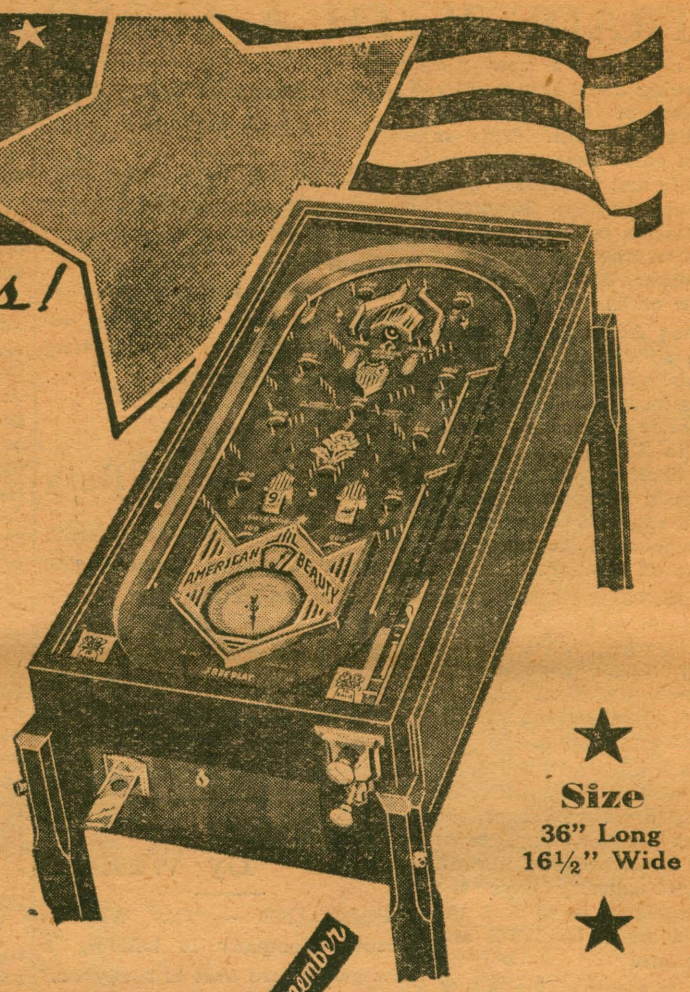
Automatic Amusements Co., 1513 West Pico Street, Los Angeles
Irving Bromberg Company, 1034 West 7th Street, Los Angeles
Will P. Canaan, 1027 West 7th Street, Los Angeles
D. Gottlieb & Co., 1347 West Washington Blvd., Los Angeles
Western Vending Machine Co., 1302 West 10th St., Los Angeles

For the Betterment of the Industry

AMERICAN BEAUTY

"Queen of them All"

Check these 10 Superior Features!



1. Automatic Score Totalizer:— New, Single Unit, Total Score, Recording Mechanism with the Latest Aero-Style Lithographed Metal Dial and Needle-Point Indicator giving a **complete total score after each play.**

2. New Catapult Skill Play:— The New **catapult principle,** whereby the making of one ball in a certain pocket automatically shoots or catapults another ball into the **mystery score pocket, intrigues** the player more than any other "ACTION" yet devised.

3. Hold-Over-Ball Trap:— New **ingenious catapult device** shots any hold-over ball into the big **mystery score pocket** giving a big start to every new play, thus acting as a stimulus for repeat games. This thrilling "ACTION" must be seen to be fully appreciated.

4. Tilt-Proof and Cheat-Proof:— A specially designed Super Sensitive, Cheat-Proof, 4-way tilter. When machine is "tilted," play will continue but **the totalizer will stop on the score made before tilting.** The A. B. T. Coin Chute protects you against the common slug users.

5. Ball-o-Meter:— A newly designed and novel **clicking action ball counter** that shows at a glance the Number of Balls Played during Any Part of the Game.

6. Velvet-Smooth Play:— The Feather-Touch Ball-Lift and Plunger—The Chromium Finished Arch and Guide Rail—The Lacquered Walnut Playing Board and other refinements **all contribute to that smooth-velvet play that players enjoy so much.**

7. Modern Beauty:— New and Striking Gun Metal Finished, Superbly Constructed Cabinet with Walnut Overlay Panels and the Smartly Shaped Legs are made to fit into the Finest appointed Club and other De Luxe Locations.

8. Precision Built:— The Mechanism has been Pronounced by Engineers as an **outstanding achievement** in Sturdiness, Simplicity and Reliability. Tantalizing Skill-Shot Pockets Hold the Players in a state of **excitement throughout the entire game.**

9 Player Appeal:— Striking Appearance, Combined with the Intriguing Design of the Board and the Smooth-Play Action, Score Totalizer, BALL-O-METER, and RINGING BELL induce constant repeat play. The unique ringing bell and catapult features **actually hold the players spellbound.**

10. Earning Power:— The manifold Repeat Play Features which AMERICAN BEAUTY is world famous for, bringing you **steadier, bigger profits** than any pin game ever yet built. AMERICAN BEAUTY is your "INCOME INSURANCE" game.

★

Size
36" Long
16½" Wide

★

Remember

There Is No Substitute for

DAVAL PRECISION BUILT QUALITY!!

★

NEVER Before have Daval's precision engineers developed such high, thrilling quality! Never before so many better—outstanding features on a single superior ultra-modern pin game. Never before—such beauty—such thrilling, tantalizing, intriguing play as on American Beauty—PROVEN America's STEADIEST Money-Maker!

★

THE thrilling suspense action. The new features that excel those of any pin game in the world. The modernistic beauty of the cabinet itself. The super-quality, precision engineered construction. All these superior features plus the most thrilling game in America at a POPULAR PRICE! Play the NEW American Beauty just ONCE, there's a Real Test—You'll want to play again and again!

★

PROVEN . . . *America's* STEADIEST Money-Maker!

RUSH YOUR ORDER TO YOUR NEAREST JOBBER TODAY!

g.b.daval co.inc.-16 no.may st.chicago.

Advance Automatic Sales Company

1082 Golden Gate Ave.
San Francisco, Calif.

LIGHTNING STRIKES TRADE WITH A FLASH

CHICAGO.—Exhibit's new pin game is proving itself of a worthy representative of this fine old manufacturing concern. This is the first pin game that these people have made and it has met with instantaneous reception. Beautiful in its appearance, colorful in decoration, it is an absolute departure from all other designed games that are now on the market.

Exhibit has dared to be different and in so daring, they have brought the operator something new for his location. Heretofore, from a distance of ten feet, it was impossible to distinguish one pin game from another. This resulted in the players being required to go up and examine a game in order to know whether there was a new game on location.

Not so with LIGHTNING. Once it enters a location everybody that arrives or departs from that store is instantly aware that a new game has been placed on location. This is just as important as any other part of a pin game.

Exhibit is bringing to the operator a machine that is deluxe in every department. To feel the touch of the plunger, the ease of the lift and to watch the balls roll smoothly and silently over the glass like surface, is to feel the thrill of playing a beautiful and expensive game.

Although pin games are all 90 per cent alike, the 10 per cent difference is what makes one game a success and the next game a failure.

Exhibit is building into its 10 per cent everything that years of manufacturing experience has taught is of appeal to the player. Actual tests on location have proven the success of these efforts.

Chicago Coin to Invade Coast

CHICAGO—G. Wolber of the Chicago Coin Machine Co., is planning a campaign up the Pacific Coast in a large way with the Knickerbocker game that adds the score just like an adding machine. Mr. Wolber said the demand for Knickerbocker in the country east of the Rockies has been so insistently strong that it precluded the real opening of the Pacific Coast. Now facilities have been created and Knickerbocker is to be pushed to the limit.

Negotiations are still pending for the actual representation, but all the rest of the work has been done and is ready for the inauguration of the Knickerbocker.

You can keep this publication coming to you each month by patronizing our advertisers and mentioning THE REVIEW in buying from them.

Cheyenne, Wyo., Has $10.00 Tax

CHEYENNE, Wyo.—This city has established a tax of $10 per month on all types of coin-operated machines.

Slot machines are allowed to operate on cash and locally established operators are handling the business satisfactorily.

Specialty Firm Keeps Busy

LOS ANGELES—The Larner Amusement Games is one of the busiest firms in the city with a heavy rush reported for their re-created amusement games.

The firm makes a specialty of changing Mill's Official machines into a table somewhat resembling the popular ball ejecting models.

New Game By Western

PORTLAND — The Western Novelty company is building a new game here that is really fascinating.

Although just introduced to the operators the machine is catching on admirably and no doubt hundreds of them will be sold within the next few weeks.

Trip Ends With Broken Leg

LOS ANGELES.—William A. Burke of the William A. Burke Company, has a broken leg as a souvenir of a recent trip to Catalina Island.

In climbing one of the mountain passes Mr. Burke slipped and in falling broke his leg.

New Rocket Check-Separator

CHICAGO.—The Bally Manufacturing company announces that ROCKET, their automatic pay-out pin-game, is now available with a check-separator device. The coin slot will take both nickels and the specially designed ROCKET trade checks. All nickles, however, are thrown aside into the main cash-box, only the checks passing into the pay-out tube. The automatic rewards are, therefore, always paid out in checks, each of which is worth 5 cents in trade.

New Group Hold Meeting

LOS ANGELES.—A new organization, the Southern California Amusement Jobbers Association, composed of the manufacturers, distributors and jobbers of coin-operated amusement machines, held a dinner meeting at the Hotel Rosslyn Wednesday evening, June 6th.

The meeting was given over to general talks and discussions and Edward Blumenthal of the Irving Bromberg Company spoke briefly on "Why We Should Organize." Sol Gottlieb followed with a discussion on "Who Should Be Classed as Bonafide Jobbers," and Herb McClellan of the Pacific Amusement Distributing Company spoke on "What the Manufacturer Wants the Jobber to Do." Another talk on "What We Can Do for the Jobber" was given by Joe Orcutt of the California Games Company.

Abe Chapman of the Gans Company attended the meeting and announced the entry of his company into the field of jobbing and distributing and Jack McClellan of the National Amusement Company, also a new jobber-distributor, addressed the gathering on "Our Position as Distributor—What We Propose to Do for the Jobber and Operator."

The next meeting of the group has been set for June 13, at the same spot. Will P. Canaan acted as chairman.

Paul Henry Now Benedict

LOS ANGELES.—Paul Henry of the D. Gottlieb company, resigned the rank of bachelor on May 19th and married Miss Kay Cook in Los Angeles. Following the ceremony the couple went on a short honeymoon trip to Coronado and Agua Caliente.

They are now at home to their friends in Los Angeles and THE REVIEW, voicing the wishes of its readers, extends every hope for happiness to them.

Totem Pole Baffles Officials

CHICAGO—The officials of the Rock-Ola Mfg. Corp. are still in a daze trying to figure out the hieroglyphics on a totem pole sent in by J. D. Roberts of the Western Distributors in Seattle to Mr. Rock-Ola in appreciation of the outstanding equipment being manufactured by the firm.

Jobbers Form New Association

LOS ANGELES.—Banding together for the betterment of the business locally, five Los Angeles jobbing firms have formed the Southern California Amusement Jobbers Association.

The membership includes the Automatic Amusement Company, Irving Bromberg Company, Will P. Canaan, D. Gottlieb & Co. and Western Vending Machine Company.

CORRECTION

Through mis-information the ad of the Exhibit Supply company, in the center of this issue carries the Seattle address as 122 Elliott avenue, West.

This should have read 126 Elliott avenue, West.

FOR SALE

Slightly used, good mechanism and cabinets. Blue Ribbons, $22.50; Airway, $12.50; Monarch, $12.50; Jig Saw $16.50; Rockola World's Series, $30; Black Jack, 21 Vender, $13.50; Big Bones, $7.50; Roletto, $12.50; Solitaire, $5.00; Fields, 3 Jacks nickel, $5.00; Rockola penny, 4 Jacks gum vender, $15.00; Magic Clock, $5.00; Sweet Sally cigarette and numbered dial, $12.50; Dealers' Choice, nickel, $10.00. 1-3 deposit with order, balance C.O.D., F.O.B. Wichita, Kansas. Subject to prior sale. Electrovend automatic coin operated pop corn machine, ideal for park, theater or store. A money-maker; write for information.

A. M. BERKEY
619 North Lorraine, Wichita, Kans.

USED CONTACTS
Like New
Few at Attractive Prices
JUNIORS — SENIORS
National Amusement Co.
2345 West Washington Blvd.
LOS ANGELES
Phone PArkway 1033

OPERATORS—THANK YOU!
For your fine response to our previous ad in "Pacific Coin Machine Review." We are now equipped to handle any size order for conversion of Mills Official tables into a progressive scoring machine, featuring bell and our exclusive development using
ONE-INCH MARBLES
(same size as five-foot machines). It will pay you to look into this machine, Mr. Operator! The price is dollars less than others are charging for an inferior job with small balls. If you haven't any Mills Officials we will also sell the complete machine at a low price that will amaze you. Also we will buy 200 Mills Officials locally. Come over any week-day after 5 p.m. and all day Sundays, to
Larner Amusement Games
347 WEST 87th ST. LOS ANGELES, CALIF.

Expresses Appreciation of Pacific Coin Machine Review

During the past month the following letter was received from Mr. Leo J. Kelly, sales manager of the Pacific Amusement Mfg. Co., office in Chicago:

Pacific Coin Machine Review,
1029 West Washington Blvd.,
Los Angeles, California.
Attention: Mr. Paul Blackford.

Dear Mr. Blackford: We hasten to extend our sincere thanks to you for the splendid co-operation you have given us in handling our advertising in connection with our CONTACT game. We like to give credit where credit is due, and accordingly we are sure that the tremendous sales volume that we have been enjoying in the western section of the United States is due in a great measure to the splendid coverage the PACIFIC COIN MACHINE REVIEW has given us.

Your REVIEW is serving a good purpose in the coin machine field, and consequently we are taking this means of saying "Congratulations" and sending you our best wishes for your continued success. Keep up the good work.

Cordially yours,
PACIFIC AMUSEMENT MFG. COMPANY,
Leo J. Kelly, Sales Manager.

This letter of Mr. Kelly's is particularly appreciated inasmuch as very seldom are praises heaped upon a coin machine editor. It makes life a trifle more worth living sometimes to know that your efforts are appreciated in some measure.

WANTED FOR CASH

Caille nickel and dime play Superior Bells or Jackpots. Mills Bull's Eye Side Vendors, Bells and FOK's. Also Escalators in nickel and dime play. State lowest price, serial number and general condition in first letter.

R. F. VOGT
21 Cullen Hotel Bldg. Salt Lake City, Utah

Still Going Strong—
WORLD'S SERIES
STOCK ON HAND. IMMEDIATE DELIVERIES.
✣ ✣ ✣
NEW ARRIVALS——
LIGHTNING
MARBLE PARADE
"HIT ME"
SEE THESE IN OUR SHOWROOMS
✣ ✣ ✣
MOHR BROTHERS
Phone WY. 0252 5615 W. 4th Street Los Angeles California

The
Pacific Coin Machine Review
Celebrates Its
First Birthday
With Our Big
July Anniversary Number
FORMS CLOSE JULY 2nd
Get Your Copy in Early.

NOW! 'HIT ME'

The Old Army Game

with greater PROFIT

BRAND NEW

HERE'S THE FUN of playing one of cards most popular games—and of building a hand by Drawing.

"HIT ME" plays the Old Army Game, "Black Jack"—MECHANICALLY, SWIFTLY AND EASILY.

ON EACH PLAY, 5 reels spin, 2 are visible! You're shooting for "Blackjack"—or one of the "consolation" scores:

YOU WANT TO DRAW ANOTHER CARD: Press button No. 1—down shoots a shutter and there's a card! DRAW another? Okay! Press No. 2, etc.

"HIT ME" is perfected so shutters MUST BE DROPPED IN ROTATION (shutters cannot be dropped out of rotation) NO ARGUMENTS BETWEEN CUSTOMER AND DEALER!

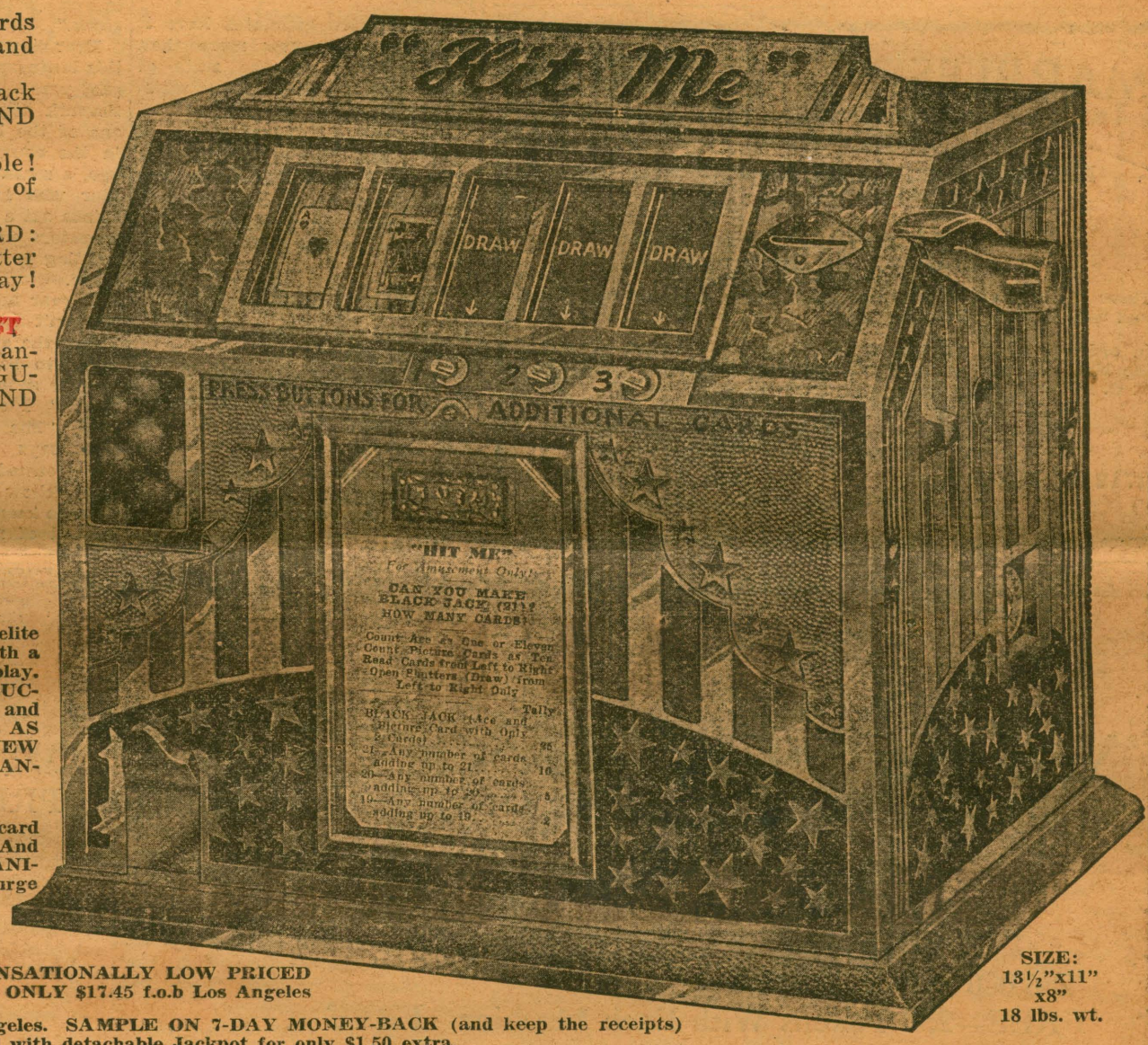
YOU DEAL!
YOU DRAW!
YOU ACTUALLY PLAY THE GAME!

SIMPLE—EASY TO UNDERSTAND
IT'S A GAME OF PERPETUAL PROFITS!
"HIT ME" HAS CLASS!

An all aluminum cabinet with black crackle bakelite finish and it SURE IS A BEAUTY! Equipped with a ball gum vender. Visible coin window. 1c to 25c play. AND IT'S PROVED MECHANICALLY AND STRUCTURALLY—FOR "HIT ME" IS BUILT—inside and out—ON THE SAME PROVED PRINCIPLES AS HAVE MADE THE NOW FAMOUS 5-card-reel "NEW DEAL" THE MASTER IN ITS CLASS! A GUARANTEED PRODUCT!

PROFITS GALORE!

MILLIONS know "Blackjack"—the "old army card game." Yes, they've spent millions to learn it! And NOW you can give it to them in perfect MECHANICAL card game play. NONE CAN RESIST the urge and invitation to play—TO SEE—and to "DRAW THE NEXT CARD." A game for the millions! WORTH THOUSANDS FOR YOU! GET IT!


"Hit Me"
DRAW
DRAW
DRAW
PRESS BUTTONS FOR ADDITIONAL CARDS
"HIT ME"
For Amusement Only!
CAN YOU MAKE BLACK JACK (21)?
HOW MANY CARDS?
Count Ace as One or Eleven
Count Picture Cards as Ten
Read Cards from Left to Right
Open Shutters (Draw) from Left to Right Only
BLACK JACK (Ace and Picture Card with Only 2 Cards)
21—Any number of cards adding up to 21
20—Any number of cards adding up to 20
19—Any number of cards adding up to 19

SENSATIONALLY LOW PRICED AT ONLY $17.45 f.o.b Los Angeles

SIZE: 13½"x11" x8" 18 lbs. wt.

TERMS: ⅓ Cash, Balance C.O.D., f.o.b. Los Angeles. SAMPLE ON 7-DAY MONEY-BACK (and keep the receipts) GUARANTEE. Can be had with detachable Jackpot for only $1.50 extra.

Pierce Tool & Manufacturing Co.

FACTORY BRANCH

800 South Kohler Street . . . Los Angeles, Calif.

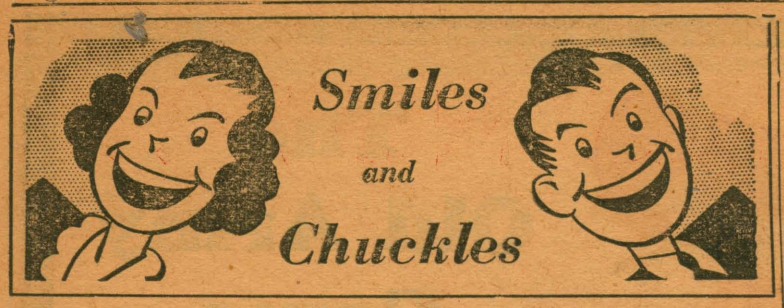
MOHR BROS.
5615 West 4th Street
Los Angeles, Calif.
Will Feature "HIT ME"

D. GOTTLIEB & CO.
1347 W. Washington Blvd.
Los Angeles, Calif.
Will Feature "HIT ME"

WESTERN VENDING MACHINE CO.
1302 West 10th Street
Los Angeles, Calif.
Will Feature "HIT ME"

IRVING BROMBERG COMPANY
1034 West 7th Street
Los Angeles, Calif.
Will Feature "HIT ME"

ADVANCE AUTOMATIC SALES CO.
1082 Golden Gate Avenue
San Francisco, Calif.
Will Feature "HIT ME"



Bell—"Does your boy friend smoke Luckies?"

Nell—"Yes— and he's so kind to my throat."

He—"I could dance like this forever."

She—"I'm sure you don't mean it; you're simply bound to improve."

Salesman (telegraphing from Ohio)—Having wonderful time. Marion is great.

Wife (telegraphing back immediately)—Same here, George is not so bad.

"Waiter, two orders of Spumoni Vermicelli, please."

"Very sorry, sir, that's the proprietor, sir."

"Daughter, is that young man you are keeping company with ambitious and forehanded?"

"Gosh, mother, ambitious is no name for it, and as for his being four-handed, sometimes I think it's six."

Actor—"I told the producer I must have real food and real champagne in the banquet scenes."

"Did he agree?"

"Yes, provided I took real poison in the last act."

"What is your brother in college?"

"A halfback."

"I mean in his studies."

"Oh! In studies, he's a way back."

MARBLES MARBLES

Non-Breakable — Everlasting Weight — Same as Glass Marbles
Size—1 Inch Only

Fits Contact Jr. and Sr., Forward Pass and Other Games

Price $1.25 Per Set of 10
COLORS—RED, YELLOW AND BLUE

These Marbles never chip nor break. They are perfectly round and will outwear the game itself.

In ordering specify colors desired. With single orders of ten Marbles add 10c to cover mailing costs. Larger orders sent C. O. D. for delivery costs.

N. H. STEARNS
2712 So. Hill Street Los Angeles, Calif.
Phone PRospect 5562

In Texas

Green & Price of Italy, Texas, and the Panther Novelty company in Fort Worth, report a terrific business on the new Forward Pass game from the west coast.

Bob Cowan, formerly with an operating firm, has severed his connection to go into operating for himself in Fort Worth.

C. M. Durham, Texarkana, has been appointed distributor for the Contact in Arkansas.

C. H. Roberts, former operator of Oklaunion, has moved to Vernon, Texas, to continue operating.

Sam May and E. S. Casaday have returned from a tour of Texas and Louisiana sounding out the operators on their new Maca check and attachments machine.

Operators are looking forward eagerly to the big Texas Centennial to take place during 1936 and which, it is claimed, will rival the Chicago Century of Progress Exposition.

Conservative estimates have it that there are now more than 1600 operators in the state of Texas alone and all doing satisfactory business.

The Penny Sales company of Fort Worth is celebrating its third anniversary this month. The firm does a distributing and jobbing business and represent the Northwestern line in the southern empire.

The American Sales company of Chicago has opened a Texas branch in San Antonio with C. D. Odom in charge.

E. C. Johnson, sales manager of the J. P. Seeburg corporation, has been making his annual business trip through the southern states.

Joe Akers of the Magnolia Petroleum company, has resigned to go into the coin operating business.

Canaan Says:

June 1st! Just got through paying last Christmas bills and saw a sign today, "Do your Christmas shopping early."

Haven't finished reading last month's REVIEW and another one is due. Oh well, there will come a time when some good natured operator will come along and say, "Let's go fishin'" and when he does—I'm goin'. Maybe I won't wait that long.

Lots of rumors are floating around. City's going to open next Friday! City won't open for two years! Bill Jones is going to open the county next week! Bill Jones is making a tour of Europe! You guess, I guess, everybody hopes and no harm is done anyone.

Groetchen certainly made friends of the Los Angeles jobbers when they placed a warehouse stock in L. A. Art Tanguay voiced the feelings of all in saying, "Pretty soft to take an order for five or ten machines and make delivery within an hour, without carrying stock."

Ever stop to think of the strides this business has made during the past year? A little shop on West Seventh street has grown to be one of the largest manufacturers in the country. An idea a year ago, a sensation today! One operator who had maybe forty machines out a year ago now has six operators working for him and is building de luxe machines for the trade.

A year ago many were asking, "Haven't we reached the peak?" Today the answer is, "There ain't going to be no peak!" There is always someone looking for the "peak." I once had a card that read, "The cries of the fellow who says it cannot be done are drowned out by the noise of some fellow doing it." The operator who keeps looking for the peak instead of new locations, will be the one who will find it. LIVE, LAUGH and LOVE. There will come a time when you can't.

Venders Continue Fight Against Unjust Law

(Continued from Page Three)

out that there are many operators who have not joined us nor paid a penny toward the funds of this campaign but who will get the benefits of all our work. If we are to win out it is necessary that every operator comes in with us to share the expense by joining the association immediately. This work costs money as well as individual time visiting the city hall. I believe a decided improvement in our business is showing right now so it is up to all to protect your living.

Henry Returns

LOS ANGELES.—Paul Henry returned to Los Angeles this week following a three day business trip to Fresno and Oakland visiting operators and customers of D. Gottlieb & Company.

WATCH

FOR ANNOUNCEMENT OF NEW 4-FOOT GAME WITH 1-INCH MARBLES BY

D. Gottlieb & Co.

FIRST SHOWING
MONDAY
JUNE 11th

SAVE MONEY

World's Series — Forward Pass — Contact — 21 Venders
SPECIAL PRICE SPECIAL PRICE SPECIAL PRICE SPECIAL PRICE

Mills Silent Escalators

286,000 AND OVER
FREE—250 Tokens With Each Machine—FREE

$35.00

BARGAINS — NEW MACHINES — BARGAINS

Pontiac	$20.00	Gypsy	$17.00
Sweet Sally	14.50	Chicago Club House (Divider—Jack Pot)	21.50
American Beauty	39.50	Chicago Club House (With Divider)	20.00
Ritz	10.00	Daval Venders (With Divider)	15.00

COMING SOON
MARBLE PARADE

USED MACHINES

Jig-Saw	$10.99
Silver Cup	9.99
Wings	5.99
New Century	6.99
Electric Poker	7.49
Airway	8.99
Penny Ante	7.49

LOOK-LOOK

Crusaders—5-ft.	$19.99
Metropolitan—5-ft.	19.99
Contact—5-ft.	50.00

Crating—$2.50 Extra

Write for Operators Confidential Price List

IRVING BROMBERG CO.

TRinity 9975 1034 WEST SEVENTH STREET LOS ANGELES, CAL.

NEW "1935" MODELS NOW!!

Pace Comet Bells—
Side and Front Venders

New Modernistic Head

★ ★ ★

Fast Play — No Delay
Dial Turns on 4th Click

★ ★ ★

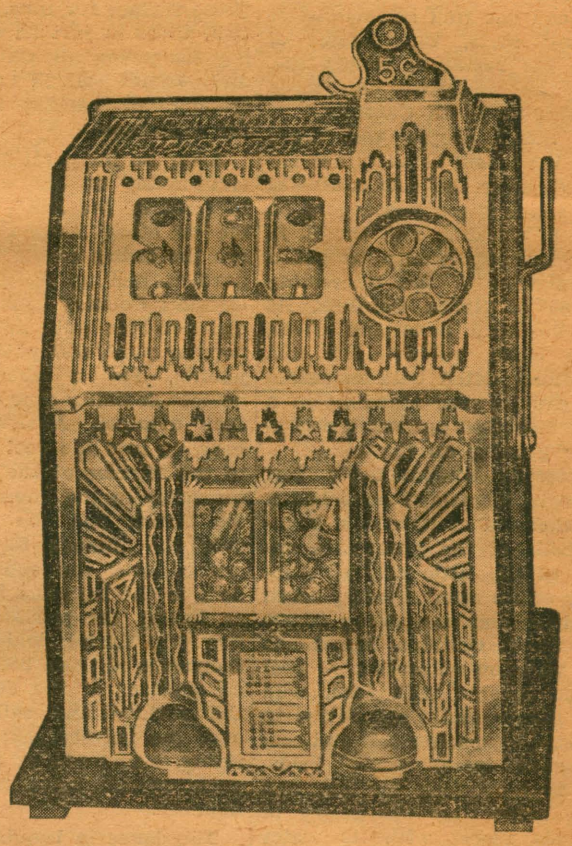
No Slugs—Four Coins Visible

★ ★ ★

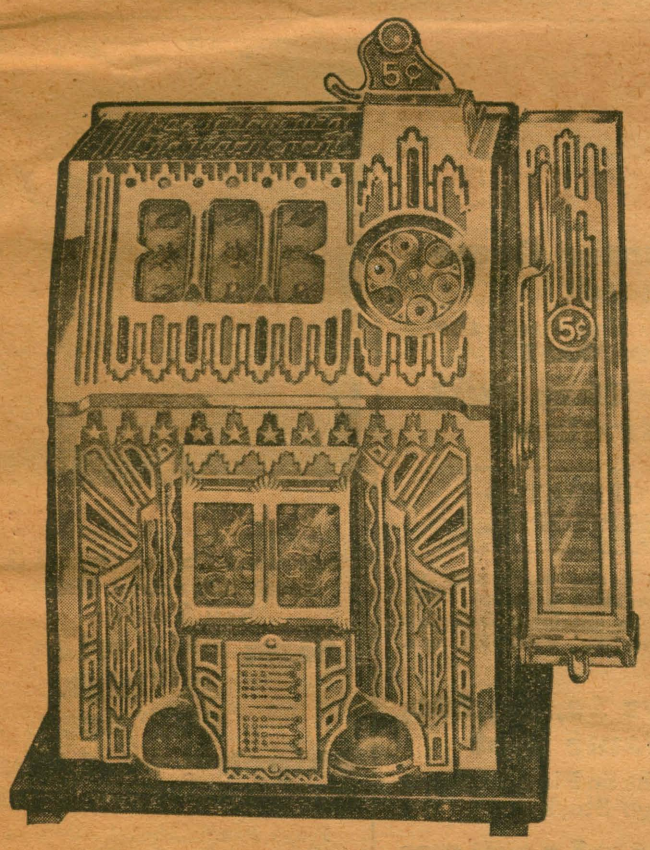
Twin Jack-Pots—Adjustable

ONE ALWAYS FULL

Largest Display of Any Jak-Pot Ever Built by Any Manufacturer. Same Display With 50 or 120 Coins



1C - 5C - 10C - 25C PLAY
AND ALL FOREIGN COINS



Penny Play — Nickel Play

No Pay on Check Device

• • •

Silent Play—Easy Pull

• • •

Fortune or Bell Fruit Reels

• • •

Penny Play Vends Ball Gum

• • •

Nickel Play Vends Mints

• • •

New "1935" Front Venders NOW!

WRITE, WIRE OR PHONE FOR PRICES!

100% Guarantee

Every PACE COMET BELL or VENDER may be returned after 10 days' trial for full refund of purchase price. No questions asked.

Chas. Fey Mfg. Co. Inc.

1885 Mission Street San Francisco

Established 1889

Catalina Island--Truly the Charmed Spot of the West

By ALMA OVERHOLT

The thought of an island conjures visions of leisurely cruising along rugged shores, of romantic bays and coves, cool waters of sapphire blue shading into emerald greens, of just lazing and resting and letting the world slip by. That is Santa Catalina Island, the Pacific Coast's own vacation paradise. We may sail away to the South Seas or cruise the Mediterranean, go to the mountains or seashore, but nowhere can one find attractions of as many sorts, the change of scenes, the romance, beauty and charm that everyone can enjoy who goes to Santa Catalina.

The many people who have visited the island recently are enthusiastic over the new coastwise cruise which gives passengers on the S. S. Catalina and the S. S. Avalon an opportunity to get a splendid view of the interesting shoreline of Santa Catalina, its many beautiful bays and coves, rugged cliffs, rolling hills and mountains. Often wild mountain goats can be seen standing on a crag, silhouetted against the skyline or grazing on the hills.

Heretofore comparatively few visitors to the island have had a comprehension of its scenic beauty outside of the immediate environs of the little city of Avalon, or of its size. Twenty-seven miles long and comprising 55,000 acres, Santa Catalina Island has every vacation attraction — cool canyons covered with fern, wild roses, shrubs and vines native to the island, spreading oak and cool cottonwood trees, scenic bridle trails that overlook the sea, and at the same time the gaiety of a seaside resort with its water sports, its restful beaches, colorful promenade and beautiful Casino ballroom.

Whatever one wishes to do, there is something to fit every mood. Take along your fishing tackle, bathing suit, golf bags, tennis racket and riding togs, though any and all may be secured at the island, and be prepared for a real vacation and the satisfaction of being able to do the things you have always wanted to do.

There is splendid fishing at the island at all times of the year. If you do not care for the great game fishing for tuna and swordfish, there is just as sporty fishing for yellowtail, white sea bass and bonita which are caught trolling, or casting from shore for rock bass.

After an invigorating swim and sun-tanning on the sandy beach in front of the Hotel St. Catherine or along Avalon Bay, there are the tennis courts in the hotel gardens and up at the beautiful Catalina Country Club, the sporty eighteen-hole golf links and the popular pitch and putt course adjoining, for a shorter game; horseback riding over scenic trails that overlook Avalon Bay and back up into the cool canyons into the interior of the island; motor tours to the summit, to Middle Ranch and the Isthmus or over the famous Skyline drive; cruises over the submarine gardens in the big glass-bottom power boats; the spectacular flying fish trip during which one sees thousands of these beautiful winged denizens of the deep come to the surface and sail gracefully over the velvety sea; speed boat riding, canoeing, aquaplaning, yachting—all leave never a dull moment.

The dance in beautiful Catalina Casino is the rendezvous for the romantic who flock to Catalina each summer, and Romance Loggia with its view over Avalon Bay and the far out sea is the scene of many a between-dance tete-a-tete.

The Catalina Bird Park with its thousands of rare birds gathered from the far corners of the world intrigues the whiling away of many pleasant hours studying and observing their habits and interesting antics, for here are birds that talk and birds that dance, birds that strut fine feathers.

Catalina Island has always been the favored spot for amusement seekers and consequently one sees marble games, diggers, and various types of coin-automatic equipment throughout the island. At the present time the large five-foot tables are the favorites on the island with the Merchantman cranes, installed during the past month by Fred Reilly for the Eric Wedemeyer Co., running a close second. Servicing pin games on the island has always been a pleasure for operators for here truly can they combine business with pleasure

To enjoy Santa Catalina Island one should be prepared to stay a week or more. The longer one stays the more the charm of the island and its many attractions grow on you. If you can make but a hurried trip between boats or by plane, get a foretaste of this vacation paradise and then go back to enjoy it to the full; for with practically every sport and recreation of both mountain and seashore, Santa Catalina certainly offers the "perfect vacation."

To mention THE REVIEW in writing advertisers establishes you as an enterprising operator.

Leiberman to Eastern Centers

LOS ANGELES—"Bud" Leiberman of the A. M. Amusement Co., left this week for an extended business trip throughout the south and middle west during which he will line up new distributors for the Forward Pass game.

Association Directory

CALIFORNIA AMUSEMENT MACHINE OPERATORS ASSOCIATION. Headquarters, 1027 West Seventh St., Los Angeles. N. H. Stearns, president; E. A. Smith, vice-president; Will P. Canaan, secretary; George D. Cooley, treasurer, and H. C. Rawlings, P. W. Blackford and Joe Orcutt, members of the executive council. Meetings are held once a month, generally the second Thursday, at Association headquarters. Membership fee, $5 per year.

CALIFORNIA CIGARETTE VENDING MACHINE OPERATORS ASSOCIATION. Headquarters, 1340 South Flower St. A. H. Weymouth, president; E. Steur, vice-president; E. C. McNeil, treasurer, and A. B. Macdonell, secretary. Meetings are held the second Tuesday of each month at 1340 South Flower Street.

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SAN FRANCISCO OPERATORS ASSOCIATION. Headquarters, 106 Golden Gate Avenue and 1082 Golden Gate Avenue, San Francisco Albert J. Stimson, president; Sam Hables, vice-president; L. C. Wolcher, secretary-treasurer; executive committee, Jack R. Moore, Dan P. Lufkin, P. E. Scott and C. A. Blake. Meetings held twice a month, one being a dinner at a downtown cafe.

SACRAMENTO PIN GAME OPERATORS. Headquarters, 2817 Eye St., Sacramento, Calif. H. M. Locey, secretary-treasurer.

WESTERN WASHINGTON COIN MACHINE OPERATORS ASSOCIATION. Headquarters, 822 Queen Anne Ave., Seattle. K. C. Shyvers, president; H. W. Bangert, vice-president, and W. K. Bert, secretary treasurer. P. E. Beagle and A. K. Lyons, members of the board of directors. Meetings are held the first Monday of each month, usually at some cafe spot of one of the members. Membership fee, $2.00 monthly for active members, with an initiation fee of $25.00.

WESTERN VENDING MACHINE OPERATORS ASSOCIATION OF SOUTHERN CALIFORIA. Headquarters, 1229 West First Street, Los Angeles; J. Edward Reese, president; A. Sonnenschein, vice-president; S. H. Bloom, secretary, and J. H. Scott, treasurer. Meetings are held second Tuesday of each month at 1417 Georgia Street. Membership comprises majority of peanut and gum operators of Southern California. Membership dues 50c per month.

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New Quantity Price
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To Bona Fide Jobbers
In Southern California, Arizona, Nevada.
Cash in on the Fastest Selling Counter Game.
WRITE US TODAY

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"21" (Black Jack) Vender Has Swept the Country—COAST TO COAST
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WHY "21" MAY BE OPERATED IN MOST CLOSED TERRITORIES
"21" VENDER is equipped with a device which prevents the insertion of coins when gum magazine is empty. This feature has helped many operators in obtaining favorable decisions and licenses, classifying the "21" VENDER as a plain merchandising machine.
Regular Model Plays 1c, 5c, 10c, 25c—Through Same Slot
Can Be Supplied With Straight 5c Play, at Same Price, from Chicago Stock
No Machines Sold to Locations
WARNING!
Beware of Imitations
The great popularity of the "21" VENDER has induced some unscrupulous manufacturers to copy this machine. All novel features of the "21" VENDER—especially the shutters—are fully protected by patents pending and by NRA anti-piracy clause. All Jobbers and Operators are warned against selling or operating imitations of the "21" VENDER. Offenders will be liable to suit for damages and will be prosecuted to the fullest extent of the law.
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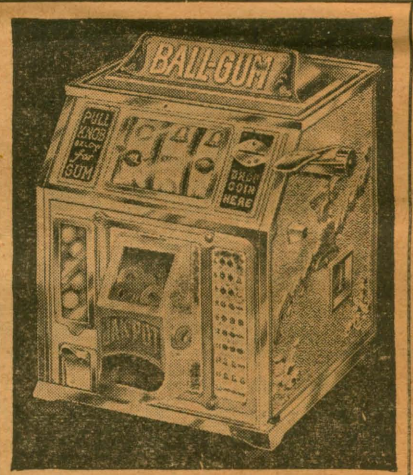

Dandy Vendor
Pronounced by operators the most attractive Baby Bell Vendor.
Size: 9½" wide 12" high, 9½" deep.
Shipping wt. 14 lbs.
Genuine Yale Lock
Plays Penny, Nickel, Dime or Quarter
Last Coin Always Visable.
A splendid investment, which will pay for itself in two weeks and still be earning money for you after two years.
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ALL JOBBERS
⅝-inch Chewing Gum for These Machines
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8 Bright Colors
Case of 50 Boxes
(5,000 Balls)
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It's Still the Greatest Money-maker Ever Made

WITH the arrival of summer and warm weather a new demand has been created for CONTACT. At amusement parks, in smaller communities, where main thoroughfares cross and where people stop along the highway for rest and refreshment you will find a wonderful spot for CONTACT. The old familiar saying "There's gold in them thar hills" was never any truer than today. Get set for this profitable summer business.

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- Latest A. B. T. Chute.
- Chromium-plated velvet action plunger; everlasting.
- Ball lift trouble-proof. One moving part.
- Leg adjusters equipped with lock-nuts.

CABINETS

- Made of the best wood obtainable.
- Walnut upper quarter and lower quarter.
- Maple inlay strips.
- Center inlay of black ebony.
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- Legs of magnolia, bolted on in a manner which assures sturdiness without wobbling.

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- Junior 87 lbs. Senior 165 lbs.
  All Games F. O. B. Los Angeles

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for LEADERSHIP.....and ORIGINALITY !!

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—David C. Rockola

Great changes are taking place in the coin machine world today.

Changes of far-reaching importance.

Everywhere you see the **old** giving way to the **new.** On all sides, you hear the cry for new and original products.

In the midst of all these changes . . . in the face of these new requirements, it is worthy of note that the industry has come to ***"Look to ROCK-OLA for Leadership . . . and Originality."***

Even competitors—some better known than others—have lately acknowledged ROCK-OLA leadership by following the paths blazed by ROCK-OLA products. To be paid so great a compliment is, indeed, a privilege and an honor.

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It is generally recognized by operators and jobbers everywhere that ROCK-OLA products "stand on their own feet"—they do not lean on the popularity of others for support. They are always characterized by the brilliance of originality.

From ROCK-OLA'S House of Mechanical Magic have come such notable successes as JIGSAW, which brought the pin game business back, and the WORLD'S SERIES, which is the **original** and only really baseball game on the market today!

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